

# ▶ EARN RICHES & STRIKE GOLD IN EVERY AREA

Including How to excel in Writing Books and Public Speaking; Professional & Work Opportunities in Technical & Non-Technical Areas; Becoming a Thought Leader & Branding through Social Media; Entrepreneurship, Business Ideas, Setting up Enterprises & Running a Successful Business



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By



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**Edition : 2025**

**Price : ₹ 300/-**

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***Published by***

**Competent Insolvency Professionals Pvt. Ltd**

Suit No. 3 To 6, Meredian Apartments,

Building No. 1, Veera Desai Road,

Andheri (W), Mumbai-400058.

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***Printed by***

**Finesse Graphics & Prints Pvt. Ltd.**

Tel.: 4036 4600

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# INTRODUCTION

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At the outset, know that you are capable of anything that you want – Writing books, public speaking, becoming a thought leader or anything else which you single-mindedly set your mind to. Every person is able and capable. The tools are the same - just as everyone has similar amount of 'Time', everyone has similar amount of 'Talent' too – the key to success lies in the effective management of the tools. All aspects of our life need to be managed for us to be super achievers – our time, our mind, our talent, our identity. Once we passionately determine the achievement of some goal in our mind, no one can stop us from achieving it.

So, empower yourself with the essentials mentioned herein to achieve whatever your heart desires with consistent action, passion and persistence, and go on to EARN RICHES & STRIKE GOLD IN EVERY AREA!!

# START WITH YOUR WHY – FIND YOUR PASSION

---

PASSION IS A FEELING THAT DRIVES YOU TO DO THINGS.  
IT CAN PUSH YOU TO ACCOMPLISH THINGS YOU NEVER  
IMAGINED YOU WERE CAPABLE OF.

*'The only way to do great work is to love what you do.  
If you haven't found it yet, keep looking. Don't settle.'*  
— Steve Jobs

A short excerpt from the classic children's book Alice's Adventures in Wonderland, written in 1865 by Lewis Carroll, which is a short exchange between Alice and The Cheshire Cat – seems quite relevant to the world of identifying passion, converting passion into income earning goal and achieving success in life:

*Alice: "Would you tell me, please, which way I ought to go from here?"*

*The Cheshire Cat: "That depends a good deal on where you want to get to."*

*Alice: "I don't much care where."*

*The Cheshire Cat: "Then it doesn't much matter which way you go."*

*Alice: "...so long as I get somewhere."*

*The Cheshire Cat: "Oh, you're sure to do that, if only you walk long enough."*

It is not possible to have a roadmap to a non-existent destination. You cannot possibly find a path to reach 'somewhere' when you don't know or have not yet decided where your 'somewhere' is. Likewise, without a proper goal in mind, you would just be drifting through life and end up making poor decisions that could eventually lead you to end up where you did not want to be. No doubt you will reach somewhere, but whether it will give you 100% satisfaction or 100% repentance, that is something you need to think about.

Evidence suggests that finding a purpose for your life may add years to it. According to a research published in Psychological Science, a journal of the Association for Psychological Science, 'feeling that you have a sense of purpose in life may help you live longer, no matter what your age'. Everything starts with our passion, when we work in the area we

are passionate about, achieving success is certain for us. The new workplace of the world is dynamic and ever-evolving. For progressing in this new environment, we too need to constantly upgrade, upskill and keep reinventing ourselves.

### **The Power of Knowing Our Purpose**

Life is precious. What is it that I want to invest this precious life into? This is the most important question everyone should ask themselves. Most people go through life joylessly, because they are not doing what they want to do. Thus, it is important to contemplate as to what you should invest your life into. What is your 'WHY' of life?

Your PURPOSE, PASSION, GOAL, WHY in life – is your reason for doing what you do, that which gives you utmost happiness. Your purpose does not need to be big or magnanimous; the only thing it needs to be is 100% honest. Your purpose, passion or goal in life is something which you are truly and deeply connected with; which you aspire to achieve at any cost and are willing to work for it 24x7 and 365 days of the year. It is something which when you're at it, it keeps you so engrossed and motivated that you forget to look at the watch. Whether you are at it for 2 hours or 20 hours, you are always fully immersed and enthusiastic while performing tasks. So much so, that even if you fail, you don't want to give up, and keep persisting at it.

You must declare your 'why' to yourself, because this self-declaration will chart your trajectory for Life. Knowing your purpose will give you strength to take on challenges and work towards achieving success. Your 'WHY', your sense of purpose will give you unwavering focus and inspire you to keep going even in tough times. When you're powered by a clear purpose, there is little you cannot do.

### **How to Find Our Purpose/Passion**

Identifying our Passion provides clarity in our life, enables single minded dedication, fuels motivation and becomes our driving factor. Finding our Passion is important because, if we are not absolutely devoted to what we are doing, we will not achieve anything significant in our life. Knowing our "why" is a transformative force in both life and business. It is the underlying important foundation of a successful personal & professional life, which results in embarking on a meaningful life journey and creating a purpose-driven business, both at the same time.

We can find our Passion by carefully reflecting upon our values, motivations, consistent activities, and strengths. One can also try conducting self-experiments, tracking their thoughts, analyzing their career, and asking their inner circle.

- Think Clearly without bias
- Solitude & Soul searching
- Self SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis
- Analyze your best performances in the past and when were you the happiest
- Revisit your childhood memories and speak to your family
- Seek input from friends, colleagues, and mentors. Inquire about the strengths and attributes they associate with you.
- Ask yourself the following questions:
  - o If you didn't have to worry about paying the bills, what is it that you would want to do every single day and would make you happy
  - o If you did not care what others might think of you, what would be your true 'why' of life?
  - o If you did not fear being judged or misunderstood, what would you admit you deeply wanted?
  - o If you were being brutally honest, what do you want to do each day of your life?
  - o If you were granted a wish, what is it that you would wish for?
  - o What makes you come alive?
  - o What do you want to move toward?
  - o What do you want to move away from?

Sometimes after trying our level best, we are still unable to know & find our 'Why'. Sometimes we may feel distressed and get purpose anxiety if

we are unable to search for our 'purpose'. Then, it is best to step back and live in the moment and the 'Why' will come through living in the moment. The 'Why' may become clearer through repeated failures, and is most likely to appear through trial and error.

The more real you get with yourself about finding your 'Why', the more the worries and fears will start to pop up. Feeling safe feels comfortable. We don't like to get out of our comfort zones, instead we feel safer spending the rest of our life earning a living doing the things we are not too passionate about. These fears are bound to haunt you:

- Possibility of change
- Risks involved
- Consequences of success.
- Opinions of others
- How others will Respond to your 'purpose'
- Self-Limiting Thoughts
- Thinking About the Future
- Analysis of Existing Circumstances

You need to push past these fears and overcome your desire for staying in the comfort zone. You will then be able to identify your 'purpose' and successfully pave the way for growth of your personal and professional life.

### **Converting Our Passion into Income Earning Goal**

Once you are certain of 'Why' you want to do it, the 'How' to do it will start becoming clear.

It takes courage to convert your passion into money. To generate money in any venture requires extreme hard work. But remember, as Simon Oliver Sinek, English-born American author of bestselling book *'Start with Why'* said *"Working Hard for something we don't care about, is called Stress. Working Hard for something we love, is called Passion"*.

Therefore, do the following to convert your Passion into Money:

- Identify your passion - A sense of purpose will help you stay motivated and make your rigorous efforts and hard work seem relevant.
- Set goals – Setting goals and action plans for goal fulfillment will make you focused and provide direction for your efforts.
- Build a brand – Building a brand around your area of passion will give you an identity and eventually establish you as a thought leader with expertise in your area
- Evaluate Market Potential - Determine if there is a demand for your product or service and understand how your passion can realistically become a profitable business. Identify potential customers, competitors and industry trends in that area.
- Develop a business plan to turn your passion into a viable business - A business plan outlines your products or services, the target customer base, the marketing strategy and competitive advantages, sales projections and the financials of the venture.
- Leverage Your Network and Resources – Leverage your network of friends, family, and professional contacts. Seek advice from mentors and join industry-specific groups or forums. Join a business group to network formally or informally with others. There are many national and international business networks in which a person or an organization may procure membership by paying a membership fee. These networks may be in the form of online social media networks, professional associations, trade bodies or chambers of commerce, community service groups, fitness and sports group comprising of business people or professionals etc.
- Make use of Digital space, technology, social media - Utilize social media platforms like LinkedIn, Twitter (X) and Facebook to connect with people and participate in relevant subject-oriented discussions and providing helpful advice. Utilize online resources, such as webinars, podcasts, and courses, to gain knowledge and stay updated on industry trends. Make You-tube videos on your passionate area to connect with an extremely large audience. Create a Website & have strong online presence.

- Writing books, blogs, articles in magazines and newspapers etc. on your area of passion to establish yourself as an expert and showcase your abilities and skills, while simultaneously inform about your product or service. You could also share knowledge through newsletters, Emails, online discussion groups etc. Become a Speaker on the subject in which you want to expand your business.
- Focus on delivering Value and Monetize your content – Focus on delivering exceptional products or services that solve a problem or fulfill a need. Initially, start on a small scale and once you gain confidence, gradually scale up your operations. Later, you can diversify your income streams.



# **EVERY EXPERT WAS ONCE A BEGINNER**

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Every expert was a beginner on day One. Mastery in anything requires time, effort, dedication and perseverance. Even world class achievers started out as beginners and gradually developed their abilities over time through practice and dedication. Therefore, in any field, whether writing books or public speaking or any other field, rather than expecting instant mastery, it is important to recognize the importance of persistence and the incremental process of skill acquisition.

There are many great men and women in history who have achieved their success through determined insistence – Thomas Edison’s perseverance is legendary and he famously said genius is “1% inspiration and 99% perspiration”; Henry Ford; J.K Rowling; Walt Disney; Brazilian retired professional footballer Pelé; Venus and Serena Williams; the list is endless. The only way to your goal is to keep moving forward. Keep at it all the time. Persist, persist, persist; no matter how slow you are and how far the goal seems.

It isn’t easy: but it has to be done. The only way to get over with it is to go through it: face it headlong. That in a nutshell is perseverance – the persistence in doing something despite difficulty or delay in achieving success.

Remember these principles of persistence:

- Giving Up is NOT an option
- Work Slowly but Steadily
- Motivate Yourself everyday
- Discipline your life
- Believe in Yourself
- Focus on your Goal
- Success doesn’t happen overnight. Remember ‘Rome was not built in a day’

The more you work, struggle and do whatever it takes to reach closer to your goal, you will observe that the worst is over and somehow things are

getting better and better. Remember your goal and your well defined plan to achieve your goal, just focus on it; it will give you the strength to keep moving forward. If you get punched down by failure and bounce back up, you have the strength of perseverance, resilience, grit, determination. These are not just strong words, but words which can make you learn, adjust and actually return better than before.

Patiently persist. Don't lose your enthusiasm when you suffer setbacks on your road to success. They are mere stumbling blocks. Gather your determination and tenaciousness and with single-minded strength of purpose forge ahead. The harder you work, the closer your goal will seem. To reach the pinnacle of success you have to climb the small little steps on the staircase which will take you there.

Just begin.

There is no formula for success and there never will be because each individual is extraordinary and determines his/her own formula on his own journey to achieve success. The only thing to remember is to 'start' and not to just 'wish'.

If you love what you do, no one can stop you. You are bound to reach the peak of success. If you don't love what you do, it is even better – because that is when you will truly make a difference to mankind – by innovating and creating new and dynamic solutions to infuse passion and vibrancy into that which you don't love so as to make it more appealing for yourself.

*“Whatever course you decide upon, there is always someone to tell you that you are wrong. There are always difficulties arising which tempt you to believe that your critics are right. To map out a course of action and follow it to an end requires courage.”– Ralph Waldo Emerson, American essayist, lecturer, and poet*

First and foremost, just start the work. Work (i.e. action) itself teaches work (i.e. task) – so, if you want to learn how to swim, you need to dive into the pool, if you want to learn how to drive you need to sit at the wheel and drive. You have to take the action required and everything else will fall in place.



# THE ABCD OF SUCCESS – ACTION; BELIEF; COURAGE; DESIRE

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Have a Goal of achieving success and Focus on it. The simple ABCD of achieving success in life, is the combination of ALL the four factors:

A = Action - Action towards attaining your target;

B = Belief - Belief in yourself;

C = Courage - Courage to persist in single-minded effort every single day;

D = Desire - Desire to achieve your target, to achieve success.

Any task requires effort. *'Hard work beats talent when talent doesn't work hard'*, emphasized professional basketball player Kevin Durant reciting the words of his high school basketball coach. You will find that often it's not the most intelligent student that can succeed in the toughest of exams, but the most hardworking one. We are all able and capable to achieve what we desire. Those of us who are willing to work extremely hard are the ones who will succeed.

All aspects of our life need to be managed for us to be super achievers – our time, our mind, our talent, our identity. Instead of focusing on the end result, just concentrate on the present act. Remember you are capable of more than you think. You just need to make a beginning and one single act of courage will set into motion a chain of acts of courage. Don't constraint yourself by excuses, gather your courage and search for different strategies in which you can accomplish your goal. Sometimes in life you need to stop whatever you are doing, take a deep breath and look from another point of view to see things differently.

## **Action - Action towards attaining your target;**

Sri Krishna said: Perform your prescribed duty (karma) because action (karma) is superior to inaction. Even the maintenance of your body cannot be accomplished through inaction. The concept of karma (the law of Action) is the core idea of the Bhagavad Gita, the Hindu Scripture set in a form of dialogue between Pandava prince Arjuna and his charioteer Lord Krishna. When Arjuna faces the dilemma of his duty as a warrior to fight the righteous war between Pandavas and Kauravas, Arjuna is counselled

by Lord Krishna to fulfill his Kshatriya (warrior) duty as a warrior and establish Dharma.

Action is imperative to achieve. Action is just the simple act of doing. It is common knowledge that no idea can be turned into reality without action on the idea. Creation of an idea and the desire to turn it into reality backed by all the monetary power available will still not guarantee riches unless there is action performed towards that idea. Over-analyzing and over-thinking will kill the idea even before inception.

So the key is to start and start Now! The starter in a vehicle is the most important device which is used to rotate an internal-combustion engine so as to initiate the engine's operation under its own power, without which the entire vehicle, the time and money spent on its creation is a waste.

So, if you want to become rich, successful, reach the great heights of success you have imagined in your life – it's not going to come to you while you just sit there at your table dreaming about it. Do it. Take Action.

### **Belief - Belief in yourself**

Belief, faith, conviction are words that move mountains. It is a state of one's mind which can lead the owner of that mind to achieve things that no one has ever achieved just by the mere presence of this small little word "Belief".

Belief in your idea, belief in your line of action, belief in the outcome, belief in yourself – is the cornerstone to strike gold. If you don't truly believe in the innermost soul of your heart in whatever it is you set out to do, I can guarantee, you most definitely will not succeed in it. However, if you believe in your thought, even though it may sound foolish to the world and unachievable at that point of time, it will most definitely bring you laurels sooner or later.

Belief is that unwavering faith that cannot be shaken by strokes of destiny or the tumultuous disasters. You convince your brain that you are one hundred percent sure that you will succeed in your endeavor.

You either have the belief or you don't. You cannot fake having it but you can cultivate it by convincing your brain truthfully that you have it. Positive thinking and always reaffirming that you will receive what you desire will cause your brain to believe that indeed it is so. Constantly feed your mind with positive thoughts and positive statements of your belief in what you are hoping to achieve and you will cultivate the belief it requires.

Faith can move mountains. For the one who has truly experienced this in difficult times will believe this statement but for the skeptics such phrases hold little meaning and value. However, the power of faith or belief is enormous and it can only be produced by the believers own mind itself and by no one else. The countless followers of gurus, yogis, mystics etc. bear testimony to the fact that a person's own mind cultivates his faith in that which he wants to believe in. The religion we follow, the holy scriptures of every religion, the teachings of holy men are all nothing but the crystallization of our faith. When we truly and honestly from the depth of our soul believe that it anything is possible, then even the universe somehow works with us to create circumstances which end up making it possible. Faith removes constraints and turns adversity into opportunity and we can accomplish that, which seemed impossible.

### **Courage – Courage to persist in single-minded effort every single day**

*'Courage is not the absence of fear but the triumph over it'*, these famous words of Nelson Rolihlahla Mandela, the South African anti-apartheid revolutionary, political leader, and philanthropist, who served as President of South Africa exemplify that every human is afraid of something but only those who overcome the fear are the ones who achieve success.

In childhood our strength is tested when we play the 'dark room' game – a basic hide-and-seek game but adapted to playing in a room that is pitch dark. At the start this could be a very scary experience for four year olds who are left alone in complete darkness. However, after the initial few minutes the child finds the game thrilling and the potential for fun goes up in the dark because there's a sense of mystery and excitement. The moment the child overcomes his or her fear, he or she opens up a new world of possibilities, anticipation and curiosity.

Fear is generally of the unknown. We mostly fear that which is unfamiliar to us. So, the first time we go up on stage in an auditorium full of people – we are fearful; when we are investing in a new stock – we are fearful; when we are about to undergo an operation – we are fearful. It is only when we transcend that fear; we set the wheels in motion for what is to come next. We would miss out on a whole new world if we are stuck in our fear.

Every human being has courage in him but it will only come to the forefront when the person is in the direst circumstances. It is only when

you are pushed to the brink that your courage appears. Sometimes even in those moments you still cannot sum up the courage. At times it is just one small word, quote, deed, event or person that may suddenly give you the courage which was eluding you all this while.

There is a trick to awaken your courageous side and you must remember it if you want to earn big riches and realize your dreams. The trick is – ‘Get out of Your Comfort Zone’. Nothing of consequence was ever achieved by anyone unless they got out of their comfort zone. A comfort zone is a situation where one feels safe or at ease. And it is common knowledge that when one feels adjusted to the situation which may be favourable or unfavourable he will never do anything to change that situation. He will never show valor to diversify and explore new fields in his business if he has a comfortably good returns business. He will never be brave enough to change the complete line of business if he comes across a new idea which he ‘believes in’ even if the current business is failing. Courage comes when comfort zone is exited.

*“If you want something you’ve never had, you must be willing to do something you’ve never done.”* - Thomas Jefferson, American Founding Father and third President of the United States

Instead of focusing on the end result, just concentrate on the present act. Remember you are capable of more than you think. You just need to make a beginning and one single act of courage will set into motion a chain of acts of courage. Read about the lives of great men and women who have accomplished great feats. You will see that everyone is human. Everyone feels the same fear and anxiety as you feel. It is said that in a human body, the naval is the centre of energy. When our energy center is strong and secure, we are able to stand up for ourselves and we vibrate courage. Draw energy from the centre of your naval to exhibit courage in the toughest times.

*“In the beginning there is not much difference between the coward and the courageous person. The only difference is, the coward listens to his fears and follows them, and the courageous person puts them aside and goes ahead. The courageous person goes into the unknown in spite of all the fears.”* - — Osho, Courage: The Joy of Living Dangerously

## **Desire - Desire to achieve your target, to achieve success.**

LOVE+COMMITMENT+PASSION = DESIRE

You have to find what you truly desire. If today were the last day of your life, would you want to do what you are going to do today? If the answer is 'No', it is certain that something is wrong and needs to be changed. For you will attract riches and fame only if you are doing something you are passionate about.

If you love what you do, no one can stop you. You are bound to reach the peak of success.

Thomas Alva Edison, who is often referred to as America's greatest inventor held 1,093 U.S patents singly or jointly. He developed many devices that greatly influenced life around the world. At an early age he developed hearing problems and his teachers said he was "too stupid to learn anything." He was fired from his first two jobs for being "non-productive." As an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. When a reporter asked, "How did it feel to fail 1,000 times?" Edison replied, "I have not failed 10,000 times—I've successfully found 10,000 ways that will not work."

A famous quote which we all may have heard many times in life is 'Choose a job you love and you will never have to work another day'. It is such an oft repeated quote that you would think everyone must be following it by now. But we humans are slow learners. Even now parents force their children into careers which they don't want to do. Due to monetary pressure people take up jobs in which they have no interest or inclination. Some of us may not have the luxury to pick and choose careers and jobs. Sometimes due to financial constraints we are forced to take up jobs which are totally undesirable to us. If your job/work etc. is not your passion, Make it your passion. Bring some innovation into it so as to make it more appealing. For example – There are many cricket crazy fans everywhere in this world. We all have our favourite cricketer whom we idolize. We follow their game. Ape their batting style. Study their bowling action in depth. Keep a tab on their personal life. Buy books on them. In short we worship them. However, it is an extreme rarity that anybody who watches cricket or follows cricket spares a thought on umpires. Umpires are those authoritative figures on the cricket field who call the shots during a match. Now, it is quite unusual that anybody grows up aspiring to be an umpire. This is because anybody who loves cricket will like to be a player and not an umpire because that is where the action is. So

how can one be expected to be passionate about doing his job of umpire when he'd rather be on the pitch hitting sixes as a cricketer and being idolized by the audience. Well, somebody did just that – infused passion into his work – and became a success. Brent Fraser “Billy” Bowden, a cricket umpire from New Zealand was a cricket player until he began to suffer from rheumatoid arthritis and took up umpiring. He is world famous for his dramatic signalling style which includes “crooked finger of doom” out signal (this signal was born as it was too painful for Bowden to signal a batsman out in the conventional fashion i.e. with a straight index finger raised above the head, and this led to the “crooked finger of doom”), a “crumb-sweeping” wave of the arm to signal four and the “double crooked finger six-phase hop” to signal a six. He has endeared himself to fans and critics alike. When Bowden is umpiring, the cricket match becomes double the fun. He infuses energy and excitement in an otherwise typical job as his work is his passion.



# POWER OF YOUR MIND & THOUGHTS

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*“As a man thinketh in his heart so is he,” - James Allen, British philosophical writer.*

The ultimate power lies in your own thoughts.

No matter how clichéd it may sound – your MIND is the single most important entity that determines your future. Everything begins in the intangible ‘Mind’. If you think it in your mind, you can achieve it through your actions. However, this MIND is not as easy to tame as it may seem. Only the rare few who master the art of managing their mind and maintaining that status quo – are the ones who achieve peace, contentment and ultimate fulfillment.

Success is a mind game. Famous musician, singer and song-writer George Harrison rightly said *‘It’s all in the mind’*. Achieving success is not a one-day event, but a long arduous journey. Many-a-times along this journey, your mind will play games with you – how tired you are, you can’t do it, it’s impossible – however, your triumph will be determined by how you ignore these self-deprecating thoughts, reenergize yourself and bring your mind back to the task at hand.

A ‘Thought’ is the Alpha and Omega of success. Buddha said ‘what you think, you become’. Accomplishment of your goal has already started when the seed was sown in your brain as a thought. To achieve success in your endeavors, you need to achieve success in your own mind first. Therefore, to be successful, you have to first train your mind; master your mind and have dominance over your thought. Herein lies your route to becoming successful.

Everyone experiences anxiety/ stress /negative thinking/doubt /worry, while some may gradually emerge out of it, others go further deep in the whirlpool of self-criticism and depression. With a conscious change in our way of thinking and correcting our internal dialogue, we may succeed in harnessing these negative emotions and energies in forging ahead and achieving results.

The 1937 bestselling book ‘Think and Grow Rich’ by Napoleon Hill, put forth specific steps for achieving wealth. It offers 13 principles for transforming thoughts into riches, including visualization, affirmation, creating a Master Mind group, defining a goal, and planning.

The 13 Principles as given in the Book 'Think and Grow Rich':

1. Desire – The starting point of all achievement
2. Faith – Visualization of, and belief in attainment of desire
3. Auto Suggestion – The medium for influencing the subconscious mind
4. Specialized Knowledge – Personal experiences or observations
5. Imagination – The workshop of the mind
6. Organized Planning – The crystallization of desire into action
7. Decision – The mastery of procrastination
8. Persistence – The sustained effort necessary to induce faith
9. Power of the Mastermind – The driving force
10. The Mystery of Sex Transmutation - Switching of the mind from thoughts of physical expression, to thoughts of some other nature.
11. The Subconscious Mind – The connecting link
12. The Brain – A broadcasting and receiving station for thought
13. The Sixth Sense – The door to the temple of wisdom

The Book also highlights the 'Six Ghosts of Fear' and how to master those fears to achieve success. There are six basic fears, with some combination of which, every human suffers at one time or another viz. The fear of 1. Poverty; 2. Criticism; 3. Ill health; 4. Loss of Love of Someone; 5. Old age and 6. Death.

The 2005 book 'Secrets of the Millionaire Mind' by best-selling author T. Harv Eker, provides insights into the mindset and habits that influence financial success and wealth accumulation.

He outlines how to identify and revise your money blueprint, to significantly increase your income and accumulate wealth, by combining your inner mind game (your tool box) with your outer game (the tools) to get rich. He emphasizes that the only way to permanently change your level of financial success is to reset your financial thermostat, i.e. change your money blueprint.

He gives 17 Powerful Wealth Files in the book, that give actionable steps and mindset shifts that can help you cultivate a millionaire mindset and can serve as guiding principles for achieving financial success

The Wealth Files: 17 Ways Rich People Think & Act Differently:

- #1: Rich people believe “I create my life”. Poor people believe “Life happens to me”.
- #2: Rich people play the money game to win. Poor people play the money game to not lose.
- #3: Rich people are committed to being rich. Poor people want to be rich.
- #4: Rich people think big. Poor people think small.
- #5: Rich people focus on opportunities. Poor people focus on obstacles.
- #6: Rich people admire other rich & successful people. Poor people resent rich & successful people.
- #7: Rich people associate with positive, successful people. Poor people associate with negative or unsuccessful people.
- #8: Rich people are willing to promote themselves and their value. Poor people think negatively about selling and promotion.
- #9: Rich people are bigger than their problems. Poor people are smaller than their problems.
- #10: Rich people are excellent receivers. Poor people are poor receivers.
- #11: Rich people choose to get paid based on results. Poor people choose to get paid based on time.
- #12: Rich people think “both”. Poor people think “either/ or.”
- #13: Rich people focus on their net worth. Poor people focus on their working income.
- #14: Rich people manage their money well. Poor people mismanage their money well.

- #15: Rich people have their money work hard for them. Poor people work hard for their money.
- #16: Rich people act in spite of fear. Poor people let fear stop them.
- #17: Rich people constantly learn and grow. Poor people think they already know.

By incorporating these Wealth Files into your mindset and actions, you can shift your relationship with money and work towards generating lasting wealth.

Nature has endowed humans with absolute control over one thing, and that is 'THOUGHT'. This fact, coupled with the additional fact that everything which humans create, begins in the form of a thought, leads one very near to the principle by which 'FEAR' may be mastered - By managing ones' own 'Thoughts', any person can condition themselves for success, both personally and professionally.

### **The Importance of Having a Growth Mindset**

How you think about 'Growth' makes a huge difference in your ability to achieve that 'Growth'.

Growth is change. Change is uncertain and uncomfortable; It includes a lot of things you cannot control. Normally when we go through discomfort, we revert back to familiarity. It's a survival tactic, which is bound to kick in.

The concept of growth and fixed mindsets was coined by psychologist Carol Dweck in her 2006 book, 'Mindset: The New Psychology of Success'. According to Dweck, challenging situations can be catastrophic for those with fixed mindsets because of the implication that if they don't already have the skills or intelligence to complete a task, there's no chance of improvement. When you have a growth mindset, you believe you can gain the knowledge and skills necessary to succeed, which makes every challenge a learning opportunity.

Given the numerous challenges professional face, a growth mindset can be a powerful tool as you work toward your career success. As you enter the workplace or aspire to achieve success in business and start climbing the ladder, you will understand that to grow in your life and achieve success, every decision and action you take should be done with a 'growth mindset'. Growth mindset is based on the belief that your basic qualities are things you can cultivate through your efforts. With a growth

mindset, you can effectively assess your existing capabilities, leverage resources, and understand the dynamics of success.

Consistent growth is essential for the sustainability and profitability, hence, one should always function in Growth Mode. With a growth mindset, you can take the following actions to grow your career or business:

- Performing a Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis of yourself
- Identifying your niche areas and areas where you score over others
- Laying down clear future goals for yourself
- Investing in training and education
- Upskilling continuously, adapting to market changes and evolving service offerings
- Adapting to technological changes, embracing technology and adopting cutting-edge tools and systems, leveraging automation, cloud solutions, and data analytics
- Becoming adept at pro-active problem-solving
- Focusing on brand-building and outreach
- Enhancing visibility by social media presence
- Establishing yourself as a thought leader in a specific service area
- Collaborating with other professionals and aligning mutual goals

Due to the dynamic nature of the workplace, businesses and economic environment, it is important to continuously reassess your growth strategy and stay flexible to refining your approach based on industry shifts, evolving technology and emerging opportunities.



# POSITIVE ENERGY, AFFIRMATIONS, SELF-PERCEPTION

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“Chi” is an ancient Chinese term, which can be translated as energy. It is said to be a universal life force, although there is no empirical evidence that such a life force exists. ‘Chi’ is present in everyone and everything, but not equally or consistently distributed. It is a part of the universe and is a part of the air which is enveloping us. This all pervasive energy plays a major role in our life. Harness your energies, congregate them and channelize them to generate a dynamic and intense force. Assimilate these energies and then merge them to create a power source in yourself which can be consciously controlled by your mind so as to guide your body towards dynamic action to achieve the impossible.

## **Create an Internal Power Source**

Create an internal power plant inside your body which manufactures power within yourself. When you feel fatigued, have an internal dialogue with yourself and tell your inner self – ‘I have lots to do, I can’t take rest’. Make energy ‘Portable on Demand’. Just as ‘podcast’ is a digital recording of media that can be downloaded from the internet to a portable media player - Receive consistent energy from your own inner self. Let yourself be motivated by your own inner talk and keep going.

Cultivate a childlike energy within yourself. A young child is a reservoir of energy. He is a livewire and it is difficult to keep up with him. Even if he is active throughout the day, his body rarely experiences extreme fatigue. With his infinite enthusiasm his mind is like a volcano as it conjures up various ideas and images in his mind. Create energy within yourself by motivating yourself and apply your thought process and abilities of the mind to harness those energies and accumulate it to a point that you can exercise full control over it.

## **Power of Positive Affirmations**

Power of Positive Affirmations is a concept based on the belief that positive or negative thoughts bring positive or negative experiences into a person’s life. You attract what you focus on. The words we choose matter: A good positive affirmation can help you fight stress and anxiety. Positive Affirmations are positive phrases we say to ourselves to eliminate negative thought and to surround our self with positive energy. The power

of positive affirmations and the law of attraction is best elaborated in the famous book 'The Secret' by Rhonda Byrne, wherein it states that "*The Law of attraction is the law of creation.....if you are complaining, the law of attraction will powerfully bring into your life more situations for you to complain about*". "Begin right now to shout to the universe 'Life is so easy! Life is so good! All good things come to me!'".

It is best to do Affirmations daily and the words you use must always be in the present tense only. There is no limit on the number of times you should repeat the positive affirmations, it can be done as many times as required.

### **Self-perception**

The image of our own self in our own eyes, impacts many aspects of our lives as it is the most important determinant of success. Don't fill yourself with self-doubt and skepticism. Our self-image impacts our life in a big way – either it builds confidence and helps us to accept our strengths and weaknesses or it causes anxiety and stress within us as we struggle with our insecurities. Accept yourself the way you are and be comfortable in your skin. Don't compare yourself to others and beat yourself over their achievements. A clear and confident self-image of yourself will give you strength to tide over all types of negativities.

How you perceive yourself in your own eyes will determine how people perceive you. Know your strengths and weaknesses and capitalize on your strengths and minimize your weaknesses rather than developing an internal crisis. We tend to get easily influenced by the achievements, success and materialistic possessions of the people around us. Instead of making the most of what we have and counting our blessings we tend to count our shortcomings instead. Let the mind be a storehouse of pure positive thoughts. There should be no room for self-doubt. Bury your negative thoughts and just like you do spring cleaning of your house, do mind cleaning 3 times a day. Be comfortable with your identity.



# EMPOWER YOURSELF FOR SUCCESS & IMPROVE YOUR WHEEL OF LIFE

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Take responsibility for your life and your decisions. The idea of self-preservation or protection of oneself from harm is a basic instinct in humans. Nutrition, healthy food, exercise, mental health, social activities all go hand-in-hand in improving our quality of life. All these factors which help in self-preservation should be taken seriously as without having a healthy and well-functioning body, all other qualities are of no use and will not empower us.

It is rightly said that 'Health is wealth'. Even a small imbalance in your body can turn your entire day upside down. Eat right. Live Right. The first and foremost thing is to remain happy and healthy, both mentally and physically. Listen to your own inner voice, and keep your own self happy, as only after that you can perform to your super best capability and achieve your desires.

## **Eating Right**

Eating right has become a mantra in today's polluted and adulterated times. Every person is becoming more conscious of the substances he/she is putting into their body. A balanced diet comprising foods that contain vitamins and minerals, proteins, carbohydrates and right amount of fats are the way to a healthy life.

It is hard to make a radical overnight change in your diet and eating habits. But if you consciously make small changes, you will eventually reach an overall healthy diet. Find the strong and weak points in your current diet and start from there. See what you can immediately change, and what needs to be handled slowly. Consult a dietician for best results and healthy way of eating. Keep track of your food intake by writing down what you eat and drink every day. This record will help you assess your diet. Try baking or grilling your food instead of frying it, so as to reduce fat intake. Don't eat in large portions. If you truly want to remain young, energetic and keep your body in good health – you can make small lifestyle changes in your everyday life.

## **Exercise**

There is strong scientific evidence to prove that whatever your age may be, being physically active can help you lead a healthier and happier

life. Exercise benefits all parts of your body – skin, muscles, brain, heart, body weight and also prevents us from chronic diseases. With so many benefits to boost, everyone must obviously be exercising. But that is not so. We want to attain self-empowerment by developing skills and goal attainment but how will we have a body which is working in tandem with our goals and attainment of success. There can be no way in which we can transform our external life without first feeling totally fit, energetic and vibrant in our internal self.

## **Meditation**

Meditation is an art which makes you aware of yourself. It identifies “You” to “Yourself”. As you meditate, you become more aware of each breath you take. Through Meditation you can identify your energies and then harness them to attract good fortune. To perform meditation and achieve its benefits it is always advisable to get in touch with a certified Yoga and Meditation practitioner. If you have never meditated before, follow these simple steps to make a beginning.

1. Wake up early at a time when there is absolute silence for you to meditate. For meditation to be most effective (especially for a beginner) it is imperative that there is silence around you.
2. If you are comfortable indoors - Find a quiet corner at your home to perform Meditation. Otherwise go to the neighborhood park or other serene and peaceful area in your vicinity where you will not be disturbed.
3. Close your eyes and sit with your legs loosely crossed and both feet resting below the opposite thigh or knee. However, if this sitting position is uncomfortable for you, adopt the position that works for you. The idea is to be comfortable and totally at ease so that you are not distracted.
4. Keep your spine straight and rest your hands in your lap. It is important for the hands to be at rest so that the mind can focus within.
5. Shut out all thoughts and just focus on your breath. As you breathe in and out focus on each breath. This may be difficult at first but with continued practice every day you will master the art.

## **Social Activities**

Man is a social animal. Healthy relationships are the fundamentals of good health and well-being in turn determining personal and professional success. When you forge strong relationships with others you will generate a sense of camaraderie. Declare your goals and aspirations with supporters and people you trust which will in turn move you one step closer to achieving them.

The secret of happiness is being part of a community – a part of a whole. It gives you a sense of belonging and the willingness to achieve. Life is a network of people, no matter whichever field you are in. You cannot be an achiever in isolation. To be super successful, earn lots of wealth, make it big – connect; network and unify.

Although each of us has different skills, understandings and interests, we can become more conscious of our own thoughts and feelings when we integrate with our surroundings. You can follow some of these ways to integrate with your surroundings:

- Stop to greet neighbours and try to make the newcomers in your locality feel comfortable by your friendly behavior
- Join your favourite hobby class in your area
- Start a book club and encourage people of your locality to join in
- Volunteer for community work. Be a part of your local resident welfare association
- Form an exercise club or morning walk or joggers club with people who you meet at the time of your daily exercise regimen
- If you are an employer, start a new informal interaction club within your organization allocating just 2 hours at the end of the week for employees to interact
- Join a business group to network formally or informally with others
- Learn a new activity or language. Acquire a new qualification

## **The Wheel of Life**

The Wheel of Life is a self-assessment tool to assess your needs and set goals aligned with your core values. The original idea behind the Wheel of Life came from industry pioneer Paul J. Meyer in the 1960s to

help people realize their goals. It is known by different forms and names, including the Life Balance Wheel, Coaching Wheel, and the Wheel of Success, and typically consists of around eight to ten categories essential for a fulfilling life -

- Money & Finances
- Career
- Health
- Family
- Leisure & Recreation
- Physical Environment
- Social & Cultural life
- Relationships
- Personal Growth
- Spirituality

A score is placed in each segment to reflect the current level of satisfaction. Thus, you can visualize and evaluate different aspects of your life, like career, health, relationships, finances, and personal growth, allowing you to identify areas where you might need to focus to achieve greater balance and overall life satisfaction; by highlighting imbalances, it helps you set targeted goals to improve specific areas of your life and create a more fulfilling existence.



# MANAGING EMOTIONS TO MAINTAIN SUPER SUCCESSFUL RELATIONSHIPS

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Question - Why are some people happier and thus more successful than others? Answer – It's because even though they have problems and difficulties in their life they have learnt to manage their emotions to deal with their worries.

Emotion is defined as “*a strong feeling (such as love, anger, joy, hate, or fear)*” by the merriam-webster online dictionary. The word “emotion” is believed to be adapted from the French word *émouvoir*, which means “to stir up”.

Every person experiences strong feelings of anger, hatred, fear, jealousy at some point in their lives or sometimes even on an everyday basis. Things go terribly wrong and then we pledge that we will definitely control our emotions next time, but sadly that ‘next time’ never comes and before we know it we have lost out on some great opportunity or relationship and are sucked into a whirlpool of regret. But then again, the same cycle keeps repeating itself and every time happiness eludes us. Slowly and steadily as time passes, without realizing the joy seems to have gone from our existence and we yearn for the happy carefree days of our childhood when we didn't understand emotions of anger, jealousy, greed, insecurity, hatred etc.

It is impossible to return to childlike innocence and be devoid of emotions, however it is indeed possible to accept and recognize that these emotions are a part and parcel of our inherent character and the only thing required is to deal with them by managing them.

## **Multiple Intelligences and their Significance**

If you have skills and knowledge, they are useless unless they can be applied appropriately as and when required. That ability to be able to acquire the right amount of knowledge and then apply it accordingly as the situation demands is known as intelligence. Multiple intelligences are needed to become a leader and attain success in any field— cognitive, spiritual, moral, behavioural, and emotional.

The theory of Multiple Intelligences was propounded by American developmental psychologist Howard Earl Gardner, Ph.D., Professor of

Education at Harvard University in 1983. According to his theory a 'one-size-fits-all approach' is not feasible and humans have several different ways of processing information, and these ways are relatively independent of one another.

In his book "*Frames of Mind: The Theory of Multiple Intelligences*," Mr. Gardner's theory was that there are multiple types of human intelligence, each representing different ways of processing information. Earlier identified as six, today there are nine types of multiple intelligences as listed by him.

Gardner's Multiple Intelligences:

1. Verbal-linguistic intelligence (Focus area: reading-writing)
2. Logical-mathematical intelligence (Focus area: reasoning-numbers)
3. Spatial-visual intelligence (Focus area: images-pictures)
4. Bodily-kinesthetic intelligence (Focus area: body movements)
5. Musical intelligences (Focus area: rhythm)
6. Interpersonal intelligence (Focus area: other people)
7. Intrapersonal (Focus area: self-aware)
8. Naturalist intelligence (Focus area: nature)
9. Existential intelligence (Focus area: deep understanding of life)

People have different strengths and intelligences and they succeed in particular fields as per the strong intelligence they have in that field. Additionally, a strength or weakness in a particular intelligence does not imply strength or weakness in another. For example – a person is good at mathematics because of he/she has strong 'Logical-mathematical intelligence'. However, 'multiple intelligences' as proposed by Gardner is not synonymous with the concept of 'learning styles' and 'senses'.

Accordingly, as a person requires multiple skills to achieve success, similarly he/she requires multiple intelligences for success. Some of the common quotients used are mentioned below.

## **Intelligence Quotient (IQ)**

Intelligence Quotient signifies a number representing a person's cognitive abilities (measured using problem-solving tests) as compared to the statistical norm or average for their age, taken as 100. Standardized tests are used for this measurement.

The term 'Intelligence Quotient' (IQ) was coined by William Stern, a German psychologist and philosopher noted as a pioneer in the field of the psychology of personality and intelligence.

When the term IQ was put forward by William Stern in 1912, a number of intelligence tests were developed in Europe and America to offer ways to measure a person's cognitive ability. One of the oldest and most famous way of measuring IQ is the 'Stanford-Binet test' which measures intelligence through five factors of cognitive ability - fluid reasoning, knowledge, quantitative reasoning, visual-spatial processing and working memory. Each of the five factors is given a weight and the combined score is often reduced to a ratio known commonly as the intelligence quotient, or IQ.

The question whether a person's IQ score is a somewhat accurate representation of his intelligence, is a topic of debate. As mentioned earlier, some psychologists believe in the concept of multiple intelligences rather than a single intelligence concept as a reflector of one's abilities.

## **Spiritual Quotient (SQ)**

Spiritual intelligence is a term used by philosophers, psychologists, and developmental theorists to indicate spiritual parallels with IQ (Intelligence Quotient) and EQ (Emotional Quotient).

The term Spiritual Quotient (SQ) was coined by Danah Zohar, a physicist and philosopher introduced the idea in 1997 in her book 'ReWiring the Corporate Brain'. Danah Zohar believes that SQ is uniquely human and, the most fundamental intelligence. *SQ is what we use to develop our longing and capacity for meaning, vision and value. It allows us to dream and to strive. It underlies the things we believe in, and the role our beliefs and values play in the actions that we take and the way we shape our lives as stated in the back cover of her book Spiritual Intelligence: The Ultimate Intelligence.*

## Emotional Intelligence

Emotional Intelligence means the ability of a person to manage his own emotions and the emotions of others. Therefore there may be people who may not be in the top performers and top scorers, but end up becoming super success stories in life – they have always been able to conduct themselves well, display extreme coolness and grace in stressful and turbulent times; they are empathetic to others need and display foresight and understanding when in uncomfortable situations – these kind of people may not have high Intelligence Quotient (IQ) but they may most certainly have a high level of Emotional Quotient (EQ).

Emotional Intelligence is a term coined by Peter Salavoy and John Mayer in 1990 describing it as *“It includes the abilities to accurately perceive emotions, to access and generate emotions so as to assist thought, to understand emotions and emotional knowledge, and to reflectively regulate emotions so as to promote emotional and intellectual growth.”* The Mayer-Salovey-Caruso Emotional Intelligence Test (MSCEIT) is an ability-based measure of emotional intelligence which measures emotional intelligence through a series of questions and tests the participant’s ability to perceive, use, understand, and regulate emotions.

In a 1995 book by Daniel Goleman, science journalist titled “Emotional Intelligence: Why It Can Matter More Than IQ”, which went on to become a bestseller and made EQ a world-famous term in languages like English, Portuguese, German, Chinese, Korean, Hindi etc., it is propounded by Mr. Goleman that EQ is as important as IQ for success. Based on brain and behavioral research, the author shows the factors at work when people of high IQ falter and those of modest IQ do surprisingly well.

In his book, Goleman lists five ingredients of Emotional Intelligence:

1. Self-Awareness – the ability to understand your own emotions
2. Self-Regulation – the ability to be able to regulate and manage your emotions
3. Motivation – the ability to be motivated by internal reasons that go beyond external rewards
4. Empathy – the ability to understand how others are feeling
5. Social Skills – the ability to interact well with others

However, later in 2001, Goleman sought to put the ingredients that define EI on a more systematic basis as follows:

	<b>SELF Personal Competence</b>	<b>OTHER Social Competence</b>
<b>RECOGNITION</b>	<u><b>Self-Awareness</b></u> Accurate Self-Assessment Self-Confidence	<u><b>Social Awareness</b></u> Empathy Service Orientation Organizational Awareness
<b>REGULATION</b>	<u><b>Self-Management</b></u> Self-Control Trustworthiness Conscientiousness Adaptability Achievement Drive Initiative	<u><b>Relationship Management</b></u> Developing Others Influence Communication Conflict Management Leadership Change Catalyst Building Bonds Teamwork and Collaboration

In 2002, UNESCO launched an international campaign to promote emotional learning in the classroom.

We are not taught Emotional Intelligence as part of curriculum in professional courses, but it has appeared in our lives and it can be learned as a skill and acquired through continuous practice as our brain is flexible and continues to learn at any age.

### **Energy Boosting v/s Energy Weakening Emotions**

Emotions are powerful. They determine our outlook to life. Psychologists have tried to understand the various kinds of emotions; Many authors have written books on the subject; There have been numerous research on how these emotions impact human behaviour.

Paul Ekman, an American psychologist and professor emeritus at the University of California, San Francisco is a pioneer in the study of emotions and their relation to facial expressions. Ekman's facial-expression research examined six basic emotions: anger, disgust, fear, happiness, sadness and surprise.

However, as a layman, one can simply categorise emotions into two types – ones that boost your energy and make you happy and enthusiastic and others that weaken your energy and leave you drained and exhausted.

Energy Boosting emotions:

- Acceptance
- Affection
- Contentment
- Enthusiasm
- Faith
- Gratitude
- Happiness
- Love

Energy Weakening emotions:

- Anger
- Anxiety
- Confusion
- Contempt
- Disappointment
- Embarrassment
- Envy
- Fear
- Grief
- Guilt
- Hatred
- Hostility
- Loneliness
- Pride
- Regret

- Rejection
- Remorse
- Resentment
- Sadness

To achieve success and growth in life, we need to manage our emotions. We need to ensure that we can convert negative energy weakening emotions into positive energy boosting emotions.

### **Mastering The Art of Managing Emotions**

The Holy Scripture 'The Bhagavad Gita' has identified the most important way for managing emotions in the restless mind in Clause 6 verse 35 as follows:

*“śhrī bhagavān uvācha  
asanśhayaṁ mahā-bāho mano durnigrahaṁ chalam  
abhyāsenā tu kaunteya vairāgyeṇa cha grīhyate”*

This can be translated as “The mind is undoubtedly restless and difficult to curb, but it can be controlled by constant practice and non-attachment.”

Therefore, it is common knowledge that the mind is impulsive, and is accustomed to speed into emotions at lightning speed, however with repeated training and practicing detachment we can consciously control our mind into not falling into the abyss of negativity, fear, anger and likewise.

### **The ways to Manage our Emotions & Attain a Super Successful Life:**

#### **1. Acceptance of our Emotions and Willingness to Change Them**

The worst reaction we have when we are angry is that we tend to pin the fault on others. We will never be able to change ourself and manage our feelings if we refuse to first accept them. So the first and foremost step to manage our feelings is to accept responsibility for them. To accept that we need to change.

- Take responsibility for your actions and don't pin the cause of your behavior on others.
- The solution to each and every challenging situation lies within ourself.

- Don't attempt to change others, change yourself.
- Observing others, observing ourselves and observing situations as a neutral observer
- Paying acute attention to our emotions and behavior
- Determining if our behavior and emotional reactions would have been different if different people were involved
- Examining what makes us happy and calms us in stressful situations – When you are in the midst of a stressful situation, think of this thing which motivates you and don't react negatively to the stressful situation
- Direct your emotional energy into productive energies

## 2. Realization of Limitations of Control

We have no control over External Circumstances and other people. We only have control over our Internal Response to those circumstances. The key to managing emotions is to focus on the things that we can control – and that is only OURSELF. Viktor Frankl, a Holocaust survivor who endured Hitler's Nazi concentration camp in his famous book "Man's Search for Meaning" said, "Forces beyond your control can take away everything you possess except one thing, your freedom to choose how you will respond to the situation". He says that the last of the human freedoms is — "to choose one's attitude in any given set of circumstances, to choose one's own way." If we understand this one basic fact, we will know that we can control our responses, our behaviour, our words and thereby our circumstances in our own way.

## 3. Mindfulness of Impermanence

The nature of life is 'transitory' – here today, gone tomorrow. Zen Master *Thich Nhat Hanh* says "*It is not impermanence that makes us suffer. What makes us suffer is wanting things to be permanent when they are not. We need to learn to appreciate the value of impermanence.....impermanence teaches us to respect and value every moment and all the precious things around us and inside of us.*"

Life is short. When we truly understand this axiom, we will behave differently. Our negative emotions will lose all significance. We can only hold grudges or feel envious of others when we think of life in terms of eternity. When we know that we are here on a holiday – maybe a 7 night 8-day package – then we will make the most of our Life vacation and enjoy it to the fullest with positive, vibrant energy and enthusiasm!!

4. Replacing Negative Thoughts with Positive Ones

Every time a negative thought enters your head, replace it with a positive thought. It may take effort at first, but slowly and steadily your mind will get trained to automatically do the same.

Fill your mind with positive thoughts. Let there be no place for negativity, gossip, worry and criticism. You will destroy the beautiful seed of pure thought even before it germinates. Water your thought, nurture it and let it grow into unimaginable wealth and success. Every individual is his own person. He alone knows what motivates him and drives him to achieve. With his personal experiences and emotions, he alone can work on his impulse to make it a reality. Don't poison that beautiful ability by clouding it with negative thoughts. Try to always find the positive in everything, so that the mind becomes trained to only see positive and ignore negative things.

Negative thoughts are like toxins for the mind. They annihilate the vast universe of the thought and reduce it to rubble. Add to it the venom of gossip and you have the perfect recipe for disaster.

5. Create an outlet for your Emotions

To deal with stress, anxiety, anger or any other disturbing feelings, some people like to paint, others like to sing and many others like to play sports. An emotion needs an outlet because if let bundled up inside you – it can wreck disaster on your mind and body. It needs to be let out but in a controlled and calm manner.

Develop a defense mechanism for yourself. So that if and when you encounter a negative emotion, your mind uses this defense mechanism to cope with it. It can then divert you to some positive thought process or nudge you into some creative pursuit of your choice. When we do something we enjoy, we tend to focus more

at that activity and in the process change our mindset to one of acceptance and thus are able to deal with our emotion better.

It is always a good idea to maintain a journal or diary to vent your feelings. It lightens your mind as you let your heart out on paper. At the end of this practice you may realize that would be easier to now manage your feelings.

## 6. Exercise and Meditation

Exercise has multiple physical health benefits. It can also have a positive impact on emotional well-being. Exercise not only changes the mindset it also benefits all parts of your body – skin, muscles, brain, heart, body weight and also prevents us from chronic diseases. There can be no way in which we can transform our negative emotions into positive ones without first feeling totally fit, energetic and vibrant in our internal self.

There is strong scientific evidence to prove that whatever your age may be, being physically active can help you lead a healthier and happier life. Exercise releases certain hormones like dopamine, serotonin oxytocin etc. which are known to help promote positive feelings. You must have noticed that when you spend too much time indoors in a closed room you tend to experience mood swings or a sinking feeling. Throughout the covid19 pandemic people experienced phases of highs and lows as they remained stranded indoors. Doctors always advise you to go out in the open and get some sunshine. These are important factors to stay happy, manage your mind and keep your emotions in check.

Apart from outdoor exercise, one should definitely try meditation. Meditation is an art which makes you aware of yourself. It identifies “You” to “Yourself”. As you meditate, you become more aware of each breath you take. Through Meditation you can identify your energies and then harness them to attract good feelings. To perform meditation and achieve its benefits it is always advisable to get in touch with a certified Yoga and Meditation practitioner.

## 7. Have a Goal, Purpose

Having a sense of purpose always keeps your focus on your goal and every time you feel anxious, fear or other limiting emotions, it brings your focus back to your goal. When the mind has a point

to return to, it does not dwell on negative emotions. “Ikigai” is a Japanese concept which means “a reason for being” or “the reason for living”. According to Japanese culture it is important to find your Ikigai, because discovering it brings satisfaction and meaning to life. Your current situation may be good or bad but your Ikigai gives you inner strength and makes you feel that your life is valuable. Thereby your mind discovers a purpose to dwell on and does not pursue the negative feelings you may have developed for too long.

More meaning in life would likely make you feel more content and thus less likely to dwell more on any negative emotions you experience. Having a purpose in life helps in faster emotional recovery from negative experiences or situations.

#### 8. Train your Mind

To be successful, you have to first train your mind. You must master your mind and have dominance over your thought. Every emotion can be transformed into a positive energy with the right kind of thought process. Train your Mind to transform your Life.

The only way to control your mind and nurture positives thoughts is to live in the NOW. There is no past and no future. Your present moment is the only truth and that is all that exists. Just focus on the immediate present moment which is here and now and you will make yourself powerful enough to control your mind.

*“Empty your mind. Be formless, shapeless like water. Now you put water into a cup, it becomes the cup. You put water into a bottle, it becomes the bottle. You put water in a teapot, it becomes the teapot. Now water can flow or it can crash. Be water my friend.” – Bruce Lee*

Just like the water takes the shape of the vessel it is poured into, let your thought also blend into the current moment. Let it not focus on what has passed and what will present itself in the future. Be aware and chalk out a planned action strategy to achieve your goals, but while on the path of achievement don't let your thoughts sway. Train them to remain focused on your goals.

Managing Emotions is one of the most important life skills one should have. People who are good at recognizing their emotions and learn to cope with them, tend to remain more progressive as

they keep themselves happy and thereby keep their focus on their goals intact. They can compose themselves faster and adjust their behavior and therefore develop stronger relationships and manage obstructions with ease.



# MAXIMIZE PRODUCTIVITY USING PARETO 80/20 RULE

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Productivity refers to the efficiency with which work is done. It is a measure of how much output can be produced with a given amount of input (like time, resources, or effort), essentially focusing on the quantity of work completed in relation to the resources used to achieve it. Thus, to maximize productivity, we need to be efficient.

Efficiency is the art of achieving maximum productivity with minimum wasted effort or expense. It is the key word which sets apart one individual from another. It is the reason for organizations having some 'prized' employees which are indispensable to them. It is the reason why some people are more successful than others.

As Bill Gates, American business magnate and co-founder of Microsoft Corporation says "The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency". Just as an organization will never use a technology which will not give 'efficiency', similarly no individual can get the opportunity to showcase his passion, talent or belief in an idea if he is not efficient. It is relatively easy to list what you don't have and what you may have accomplished if you had it. However, it is very tough to make do with what you have and deliver magical results out of them.

Therefore, productivity has got nothing to do with the 'lack of time' and everything to do with the 'lack of planning your time'. Productive people achieve more and move faster to their goal.

## **How to maximize Productivity using The Pareto Principle**

The Pareto principle (also known as the 80/20 rule) states that 80% of consequences come from 20% of the causes. Named after Vilfredo Pareto an Italian economist and sociologist, who developed this principle in 1896 on observing that 80% of the land in Italy was owned by only 20% of the population. It was observed that this was applicable in various areas like economics, business, manufacturing, management, human resources etc. For e.g. 80% of a company's profits come from 20% of customers; 20% of players were responsible for scoring 80% of points in a match etc.

The Pareto Principle postulates that 80% of consequences come from 20% of the causes i.e. a small percentage of causes have an outsized effect. Applying the Pareto principle in personal time management, we can use it to prioritize tasks and efforts, thereby increase our productivity and in turn maximize returns. We can use the 80/20 rule to decide where we can focus our efforts to maximize our output since 80% of our work-related output could come from only 20% of our time at work. Thus, out of our entire tasks for the day, if we can identify 20% of the most significant tasks of our day, completing which will yield 80% of the results, then we can focus on those 20% tasks to get the maximum impact of our work.

However, there is a common misinterpretation of the principle that with 20% of effort, you can achieve 80% of the results. This cannot be true because these percentages don't refer to the amount of effort you're putting in, but the causes and consequences you're working on and how to create a bigger impact. Effort required in the work will always be 100% i.e. you still have to put 100% of effort into that 20% of focus work to achieve 80% of results. Another important aspect to keep in mind is that despite applying the 80/20 rule, you cannot ignore all the other tasks. The Principle helps you only in prioritizing tasks and maximizing productivity, and eventually you do have to do all the tasks.



# TIME MANAGEMENT, OVERCOMING PROCRASTINATION & PARKINSON'S LAW

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Procrastination is the act of unnecessarily and voluntarily delaying or postponing something. We tend to procrastinate tasks that have no need for our immediate attention or have no immediate deadline. When there's plentiful time available for the work, we are more likely to postpone starting the work. Procrastination and lack of time management can hinder productivity.

Parkinson's Law is the idea that your 'work will expand to fill the time allotted for its completion'. The law implies that you take longer than necessary to complete a task or you procrastinate and complete the task just before the due date. The phrase became popular when in 1955, Naval historian C. Northcote Parkinson published an essay in *The Economist*, a British weekly newspaper, wherein he made two observations out of which one was - "work expands so as to fill the time available for its completion". In his work, Parkinson gave an example of an old lady who spends the whole day writing a postcard to her niece, a simple activity that a busy person would finish in a couple of minutes. Although, the aim of Parkinson's essay was to talk about the bureaucratization of the British Civil Service, however, it also became famous for identifying the concept of procrastination and inefficiency, which later famously became known as the concept of 'Parkinson's Law' and still lives on today. He later wrote a book about the concept, named 'Parkinson's Law; or, The Pursuit of Progress' (1958).

Whether we like it or not, Parkinson's Law comes into play very often. Unless we take effective steps to overcome it, we would just continue to be extremely busy whereas achieve very little.

So, how do we stop procrastinating & boost our productivity?

Ways to do effective work –

- Strategically plan your work ahead of time
- Understand the requirement & prioritize your work
- Identify the short-term & long-term goals
- List the tasks and sub-tasks and other actions you need to do

- Ascertain the resources you'll need
- Lay down the timeline for completion and track your time
- Use time Management Techniques like:
  - o Timeboxing – Instead of working on a task until it's done, you can use timeboxing. Timeboxing is a technique wherein you allocate a maximum unit of time to a planned task (called a timebox), and stop working on it once the allocated time is up.
  - o Time Mapping - time map is a time management tool that is used to create a timeline for specific durations, to accomplish significant personal and professional tasks.
  - o Pomodoro Technique - The Pomodoro Technique is a time management method in which you do focused work during 25-minute sessions — known as pomodoros — and take a five-minute break. The technique involves 5 steps – Pick a task; Set a timer to 25 minutes; Work on a task for the duration of the timer; Take a 5-minute break; Every 4 four pomodoros, take a 15-30-minute break

Overcoming Parkinson's Law is essential if you want to take control of your time and increase the amount of work you're able to complete. You can accomplish more work in less time and achieve better work-life balance.

### **Ways to effectively manage your time:**

How we use and organize our time is a key factor which determines our success. Effective time management is the practice of planning and organizing your time to complete tasks efficiently and productively. The bottom-line is that any person needs to coordinate their tasks and activities so as to maximize the effectiveness of their efforts.

- a) Follow consistent daily routines & habits -  
Having routines and habits make you productive and help you manage your time effectively. Daily routines provide a provide a structured framework for your day, thus helping you in planning your day and allocating time for each activity. For e.g. if you follow a consistently follow a routine of exercising each morning from 6:00am to 7:00am, you already fixed a time schedule and made

your time productive. Building positive habits is a gradual process, but once established, they make you utilise your time meaningfully.

b) Take time for Planning -

Using time to think and plan is time well spent. The purpose, time required for completion, resources to be utilised, buffer for unexpected circumstances – all these things and more will need to be thought about at the Planning stage. Organize in a way that makes sense to you. Even when we decide a fixed deadline for attainment of our goal we seem to not fulfil it. The reason for this lies in the absence of a detailed time-bound action plan which fixes the time frame for each activity to be completed for goal fulfilment. Instead of a deadline we need a planned action schedule for each activity which will ultimately result in the achievement of the goal by our set deadline. Prioritizing your responsibilities and engagements is very important. Make a Schedule. Allocate specific times to complete tasks using, quarterly, monthly, weekly, or daily planners.

c) Set goals for yourself -

Set Goals. Ask yourself if you are absolutely crystal clear as to what you want to accomplish and whether you passionately desire it. When you are absolutely 100% clear about what your goal is, how you will manage your time to attain to attain it will eventually fall into place.

Find your goal, your purpose in life. Put down your goals on paper. List what you aspire for. A 2015 study by Dr. Gail Matthews, psychology professor at Dominican University of California showed that when people wrote down their goals, they were 33% more successful in achieving them than those who did not put down their goals in writing. Dr. Matthews's study focuses on how goal achievement in the workplace is influenced by writing goals, commitment to the attainment of goals and accountability for realization of goals. Goals that are written are concrete. Therefore, the key requirement is to write down your goal. Written goals are like a commitment you make to yourself and so it becomes easier to make progress toward written goals.

Set challenges for yourself and maybe a reward system too. Set a time schedule by which you need to complete the task, motivate yourself and then finally offer a reward to yourself once you achieve your benchmark. This will encourage you to not only complete your task but will ensure you do a great job of it and thus increase the quality of work too.

d) Prioritizing Work -

The first stage of improving your time management skill is to list absolutely everything that you have to do. This may sound obvious, but speaking from experience, most people tend to leave important tasks until the last minute, which can impact on the quality of their work and their overall grade. Use the 80-20 Rule originally stated by the Italian economist Vilfredo Pareto who noted that 80 percent of the reward comes from 20 percent of the effort. The trick to prioritizing is to isolate and identify that valuable 20 percent. Once identified, prioritize time to concentrate your work on those items with the greatest reward. Prioritizing' the work is important. An important part of focusing on results is working out what to focus on! Many people work very hard all day doing little jobs that do not actually affect the quality of their work.

e) Mix Fun Tasks and Distasteful Tasks -

Make a Self-analysis to find out your Strengths, Weaknesses, Opportunities and Threats as it is important to know what your talents and weaknesses are as you are more likely to do a better job if you like the work rather than dislike it. Note that almost every work has tedious or unpleasant elements to it - it is important that a right mix of the two is created by you in your planned time schedule.

Make two activity lists: "Likes" and "Dislikes" Mix up activities from both lists and work on each activity for a short period of time. When you work alternating between tasks which you love to do and those tasks which are not as much fun for you, then it helps to maintain motivation and interest.

f) Don't Procrastinate. Get started -

It is important to start the action immediately. The simplest way to save time is to start off a job immediately. Start with boldness and once the flow is established you will be pleasantly surprised with the quick results. Don't wait to start in a perfect way. Trying to be a perfect person sets you up for defeat. Don't procrastinate and avoid tasks just so that they are done perfectly. You can always improvise and make things better as you go along, but it is most important to begin.

g) Recreation and Entertainment -

Take out time for relaxation and entertainment as that will increase your productivity. Take a break and give yourself a chance to rejuvenate. A short break helps to perform a task faster and better. Do things which energise and refresh you – this could be different for different people – like watching television, playing games, going for walk, talking with friends or anything else which soothes your mind and renews your energy. Come back to the task and you will be able to perform it with renewed gusto.

h) Discover your Work Pattern -

Think about when you are most alert, so that you can plan your most important work to be completed around these times. Make sure that you get enough sleep. Most people need between 7 to 8 hours sleep every night to remain focused and alert. Different people have their own 'best time' zones when they can devote unwavering attention and produce top quality work in less time. Devote more time to important and high priority tasks in your 'best time' zone.

i) Motivate Yourself -

Work with a friend to motivate each other. Consider how long-term and short-term goals will be fulfilled by getting things done on time. Visualize how it felt to get tasks done on time in the past, and remember how stressful it was to put off work.

There are many great men and women in history who have achieved their success through determined insistence. Gain

inspiration from other people. Your subconscious mind listens to you. Motivate yourself to overcome temporary failures and make the best use of NOW. Listen to inspirational talks, read self-help books, stay in the company of optimistic people and summon up that strength to utilize your time in the best possible manner.

Imagine yourself in ten years' time. What would you like to look back upon? What would you like to achieve in 10 years from now? Now remind yourself that utilising your time to work hard is a bridge between your 'Now' and your 'Future' which you can visualize ten years from now.

j) Logical Conclusion -

Any work you do must be ended by you. So every task should be brought to a logical conclusion. Jobs once begun must be put to an end or else you will have left too many jobs half done and too few complete. Be flexible but realistic, this will help you to correctly enumerate the tasks you can complete in a set frame of time and then make it a point to stick to it.

Don't get swayed by Distractions. It always happens that the moment you allocate time for important and pressing matters, you will be trapped by distractions which have appeared from out-of-the-blue. Learn to say 'NO' to them. The favourite movie you have been waiting to see on T.V for a long time will magically appear at the same time you have allocated for finishing your presentation. Don't fret. These distractions will make you stronger and improve your self-worth if you stick with the right choice. Just remember not to buckle and indulge in time wastage.

k) Reassess after Fixed Intervals -

Make sure to check your progress now and again. This will help you to keep track of your performance and correct yourself rather than realizing at the end of the time frame that you have done nothing at all. If you feel you haven't got much done in the first week, try adopting different strategies or allocating diverse time schedules for jobs than what were adopted earlier.

Some people describe themselves as “working better under pressure.” However, make sure that the pressure comes from you and not someone else. The pressure you impose on yourself should be a motivational tool rather than a stress generator. Find out what your assets are. If you work your assets into everything you do you will definitely achieve better quality work in shorter periods of time. This will boost your confidence and motivation for completing the other tasks in your schedule.



# VISION AND GOAL SETTING

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According to the Merriam Webster online dictionary, a goal is the end toward which effort is directed. Goal setting is the process of defining and working towards specific objectives.

There is no right or wrong goal for anyone – it could be any particular thing for any particular person. There may be more than one goal - there may be a goal for now, one for 5 days from now and another for 5 years from now. Whatever your goal is, whatever the time period the goal relates to and no matter how many goals you have laid down in your life - the path to attain that goal begins from one basic starting point only viz. *The starting point of anything you wish to aspire for is to 'look carefully and decide how much it means to you'.*

'Goal' is serious business. To fix a goal in your life you need to take a break from all kinds of influences. When you are totally happy and clear you must decide your goal. Don't set goals in desperation. Desperate goals will mean something to you only at that moment but will seem confusing to you later and make you wonder why you set them in the first place. *Be 100% clear about the reason you have set your goal and the value your goal holds for you.*

Edwin Locke, an American psychologist, developed a goal-setting theory to explain human behavior in specific work situations. This theory believes that a person who has found his goal will also find the knowledge and skills necessary to achieve it and argues that goals and intentions are cognitive and willful. The two key findings of Edwin Locke's theory are:

- Setting specific goals (e.g., I want to earn \$500 more a month) leads to higher performance than setting easy or "do best" goals (e.g., I want to earn more money),
- Goal difficulty is linearly and positively related to performance such that, the harder the goal, the greater the effort, focus, and persistence, which results in higher performance.

## Steps to Setting Goals

**Action #1: Find Unwavering Focus** - Identify your best time of the day. Avoid the disturbance around and set your priorities right. The time you set aside to think about, write and chalk out the action plan for the

attainment of your goal(s) should be your best time of the day. There should be absolutely no physical or mental disturbance and you should be totally engrossed and at peace with your objective of goal setting.

**Action # 2: Goals should be SMART** - 'SMART', a mnemonic/acronym giving criteria to guide in the setting of objectives or goals was first used in the November 1981 issue of Management Review by George T. Doran. Accordingly, goals should be SMART - Specific, Measureable, Attainable, Relevant and Time-bound. This criterion helps us to set goals that are measurable and executable which makes them achievable. Arbitrary and vague goals cannot be transformed into executable plans and thus will get diffused or lost on the way. An important aspect to keep in mind while setting goals is that 'Measurable Specifics' ensure success whereas 'Generality' results in failure.

**Action # 3: Identify Your Motive** - Your Goal should be important to you. Make sure you know what you want rather than what others want for you. Identify what is truly important to you and why it is important for if you are truly passionate and committed about what you want, then your goal itself will motivate you. Don't set a goal just because you are bored and want to occupy yourself with something. Set goals that relate to the high priorities in your life

**Action # 4: Write It Down** - Although your goal takes birth internally in your own mind, however its growth process and steps for achievement can only take place externally when you write it down yourself. Put down your goals on paper. A 2015 study by Dr. Gail Matthews, psychology professor at Dominican University of California showed that when people wrote down their goals, they were 33% more successful in achieving them than those who did not put down their goals in writing. Dr. Matthews study focuses on how goal achievement in the workplace is influenced by writing goals, commitment to the attainment of goals and accountability for realization of goals. Goals that are written are concrete. Written goals are like a commitment you make to yourself and so it becomes easier to make progress toward written goals.

**Action # 5: Identify Your Goals at various stages** - Like a butterfly goes through various stages viz. egg, larva, pupa before its metamorphosis into an adult butterfly with each stage having a different goal. Similarly, the goal we set also may have various stages which require short term objectives to be overcome which will in turn complete the larger picture. When writing down your goal, create a time sheet whereby you identify the shorter goals to be completed and their time frame for completion.

**Action # 6: *Identify the Barriers to Your Goal*** - The problem can be tackled only when the problem is identified, therefore identify the roadblocks which are stopping you from achieving your goal. If the goal is important to you, you can most certainly find a way out of each dark tunnel which comes between you and your goal. It will no doubt be very tough to overcome all the hurdles but when you emerge victorious you will forget the pain and tears

**Action#7: *Planned Action Schedule*** – Even when we decide a fixed deadline for attainment of our goal we seem to not fulfill it. The reason for this lies in the absence of a detailed time-bound action plan which fixes the time frame for each activity to be completed for goal fulfillment. Instead of a deadline we need a planned action schedule for each activity which will ultimately result in the achievement of the goal by our set deadline.

**Action # 8: *Write your Commitment statement*** – Your Commitment Statement is like a pledge you make to yourself to achieve your goal and gives you confidence in yourself and the courage to endure when on the path to attainment of your goal. It may sound foolish to oneself to write out your innermost desire statement, but however silly it may appear to you, it is a proven fact that your commitment is your living proof to yourself that you have dedicated yourself to the attainment of your objective. Every time you stumble or suffer stoppages on the path to working towards your goal, reach out for your commitment statement, reenergize yourself and inspire yourself to not quit.

**Action # 9: *Creative Visualization*** – As mentioned earlier, this phenomenon has been used by many sportsmen through ages in achieving historic victories. To achieve whatever your heart desires use the power of your imagination to creatively visualize your goal – feel it completely as if you are there in that moment when you are achieving your goal. As American author William Arthur Ward said “If you can imagine it, you can achieve it. If you can dream it, you can become it.”

**Action # 10: *Take stock of yourself*** – Be honest of what you already possess, what you need to acquire and what you need to improve about yourself. Accept yourself but don't shut your eyes to your shortcomings in any field which need to be improved upon.

**Action # 11: *Tools you need*** – Just as a workman needs his tools to create something phenomenal, humans too need the tools of positive

attitude and determination to succeed and overcome challenges and roadblocks (both external and internal) on the way.

**Action # 12: Monitor your progress** - Review and Re-evaluate. Keep a tab on your progress by maintaining a logbook or diary. Each day record your observations; preferably let it be the same book where you have written your goal both (large and small), your commitment statement and your action plan to achieve your goal. As you go along the way, you have to tweak the action plan as unforeseen circumstances crop up, therefore always keep revisiting your goal and keep reviewing and reevaluating the action plan for the same so that it remains vibrant instead of becoming obsolete.

**Important things to keep in mind while setting goals:**

- YOUR GOAL SHOULD BELONG TO YOU – Your Goal should not be what you SHOULD be doing but what you WANT to be doing.
- YOUR GOAL SHOULD BE IN WRITING AND REVISITED EVERYDAY – Goals which are thought in the mind seldom get accomplished because they get converted to dreams and further daydreams. Writing them gives them an act of finality and conviction.
- YOUR GOAL MUST BE OF IMMENSE VALUE TO YOU – If you truly value your goal you will give your whole life and everything you have in life to achieve it. You will be motivated by it and overcome all challenges that come in your way
- YOU SHOULD BE OBLIVIOUS TO EVERYONE’S OPINION ABOUT YOUR GOAL – People will say what they have to say. It’s your job to focus and not pay attention to anything but your goal
- YOU SHOULD HOLD YOURSELF RESPONSIBLE FOR YOUR GOAL – You should reward yourself for every extremely challenging step you take towards achieving your goal. Make yourself accountable to yourself and ensure you don’t falter in your path to your goal.

Fears to stay away from when setting goals and working towards them:

- Your inner voice that tells you that “it’s impossible”, “it’s too complicated”, “it’s impracticable”, “it’s unattainable” etc.

- The fear of being scoffed at by people for your 'foolish' goal
- Taking a shortcut or 'easy way out' to accomplish your goal
- Expecting 'Destiny' and 'Luck' to shine on you
- Thinking You are the only one working hard while others are having it easy

### **Seek Mentorship**

Having a mentor is a perfect resource for learning the best strategies to convert your passion into income earning goals. A mentor is someone with knowledge and experience in your desired field who is willing to share this knowledge to help you achieve your goals.

A mentor can provide guidance, support and encouragement and also provide you with the feedback, support, guidance, and tools, you need to thrive in your career. Mentor helps Mentee in, amongst other things, these 4 important aspects in professional & personal life: Career guidance; confidence building; critical thinking and change management.

A good mentor should have many qualities, but few of the most important ones are:

- Dynamic Communicator
- Empathetic and genuine
- Values diversity of perspectives.
- Able to give constructive feedback.
- Achievements and industry experience
- Skilled at Networking & advice on finding resources.
- Focused on the mentee
- Good Listener and sounding board.
- Honest and candid.
- Knowledgeable

The important things one should consider when choosing a Mentor are:

- Professional outlook - whether Mentor shares your professional outlook
- Accomplishment of goals – whether Mentor will be most suitable to assist you to accomplish the goals you hope to achieve
- Knowledge and Opportunity centers— whether Mentor is a knowledge & opportunity center i.e. they Mentor can 'provide you with insights and context and experiences that either you may not necessarily have at all or you have limited visibility into'

Having a mentor relationship can provide immense advantages, such as a large pool of knowledge & experience, expanded networks and the ability to advance professionally. Networking events, your personal network & social gatherings, networking opportunities offered by professional organizations with others in your field, online forums etc. are all good sources for finding the possible mentor candidates.



# PARTICIPATION, ENGAGEMENT & NETWORKING & STRATEGIES FOR SHOWCASING EXPERTISE

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There's strength in numbers when it comes to accomplishing a huge task. Interacting with people of diverse industries with varied experiences is an essential requirement for your own professional growth and growth of your business as it will give you access to networking and an exposure to new ideas; You can build relationships and connect with contemporaries and seasoned professionals. Networking can open doors to new opportunities and collaborations and assist in seeking direction and encouraging new ways of thinking.

To establish connections with potential clients and industry professionals, attend relevant trade shows, conferences, and networking events in the industry. You may meet new professional acquaintances which may lead to lasting friendships and meet new individuals who may end up as mentors, potential collaborators and future employers, clients or partners. Apart from the knowledge which you obtain from networking, you also get the added advantage of forging connections with others, especially experienced stalwarts of a subject. As you meet and collaborate with more and more people, you will be fortunate to learn from sharing of real life case scenarios, actual working of particular industry or field and practical experiences of experts and seniors of not only your profession but from the world over. This will be extremely beneficial and will enable you to evaluate, stay up to date on current events, comprehend concepts, and build your network. It will broaden your mindset and expose you to new possibilities.

There are many national and international business networks in which a person or an organization may procure membership by paying a membership fee. There may be many types of business networks which may allow people from various overlapping professions or on the contrary be exclusive to some particular business or profession. These networks may be in the form of online social media networks, professional associations, trade bodies or chambers of commerce, community service groups, fitness and sports group comprising of business people or professionals etc. The advantage of joining any such network is manifold – it can give access to new ideas, broaden the area of work, promote

attendance of educative seminars which lead to awareness of innovation and opportunities in your specified business or profession and yield the benefit of experience and advice of people in like-minded business and profession which can prove to be useful to handle typical problems of a particular sector.

### **Strategies for showcasing Expertise**

Here are some strategies that entrepreneurs can make use of to show their expertise in an area where they want to generate business, grab opportunities and showcase their professional services:

1. Visiting cards – Always carry visiting cards, so as to share your professional qualifications and expertise in areas, when asked for by others.
2. Word-of-mouth references - Word-of-mouth recommendations can be incredibly powerful as a satisfied client is the most convincing person to give others a detailed synopsis of your work expertise.
3. Create a Website & have strong online presence – Having a website and online presence enables your organization to be known.
4. Use of Social Media - We can use social media to share our knowledge or show our expertise in specific areas. Sharing of knowledge is not violation of professional ethics and code of conduct. Utilize social media platforms like LinkedIn, Twitter (X) and Facebook to connect with people and participate in relevant subject-oriented discussions and providing helpful advice.
5. Make You-tube videos - If you are not very comfortable with writing, but wish to prove your expertise nevertheless, you can make you-tube videos on your subject to connect with an extremely large audience.
6. Writing books, blogs, articles on topic of interest – To establish yourself as an expert in any field, you can author or co-author books, blogs, articles, contributions in subject-related journals and magazines etc. on the subject. Publish high-quality content on relevant platforms whereby you share valuable insights, tips, and updates related to the subject you want to provide services in so that you can position yourself as an authority in your field. Articles

- in magazines and newspapers have a wide reach and are an excellent way to market your abilities and skills and inform about your product or service.
7. Sharing knowledge – Newsletters, Emails, Online discussion groups - Sharing your knowledge to educate potential clients could elevate you and your business into a thought leader on the subject.
  8. Become a Speaker – You can become a speaker on the subject in which you want to expand your business to show your expertise on the subject. For e.g. if you want to provide services related to foreign trade you can become a speaker w.re.to topics like export-import, regulatory framework of international trade, licenses and permissions required, procedural formalities etc. You can try hosting webinars or monthly seminars on the subject or become a speaker at places where such seminars are being hosted.
  9. Socializing with like-minded people - Join a business group to network formally or informally with others. There are many national and international business networks, online social media networks, professional associations, trade bodies or chambers of commerce, community service groups, fitness and sports group comprising of business people or professionals etc.
  10. Networking – The concept of business networking implies interaction between business people from similar or different fields. Entrepreneurs, professionals, business men and women meet to form relationships and to recognize, create, or act upon business opportunities, share information and seek potential partners for ventures. By creating such networks with each other, the participants endeavor to further each other's business interests by forming mutually beneficial business relationships and leveraging their business and personal connections to garner a regular supply of new business for themselves.
  11. Attending seminars, conferences, workshops - Attending events where professionals and experts come together to share their knowledge, ideas, and experiences offer a number of benefits. These conferences not only provide unique opportunities to learn and stay updated on industry trends & best practices, but also provide a platform for networking and collaboration. Conferences provides a great opportunity to interact with people of diverse

industries with varied experiences. Conferences and events combine education with networking and thus, by staying connected and attending programs you can secure a well-rounded experience for yourself which will contribute to your personal and professional growth in meaningful ways.

12. Chambers of Commerce and Industry & Associations - A Chamber of Commerce is an association of business organizations. It is like a business community which works to further the goal of its businesses and protect the common interests of its members. Some well-known chambers of commerce in India are Federation of Indian Chambers of Commerce and Industry (FICCI), Associated Chambers of Commerce and Industry of India (ASSOCHAM), The Confederation of Indian Industry (CII) etc. It is highly recommended to identify and take membership of such associations as they are specific to the businesses they represent and thus you will be in the midst of members from the business community and can have access to networking with people from industry.
13. Collaborate with Complementary Businesses - Try collaborating with other professionals, service partners, consultants etc. who cater to businesses or areas of the specific industry you want to be a part of.
14. Target different markets - Widen your horizon. Instead of being stuck in the same niche market which all your peers are stuck in, you may surprise yourself by looking for opportunities in related or similar segments. Venturing into new areas adds to the line of business and services and thus results in business growth.
15. Licensing and franchising - If you are already running a successful business, it would be a good idea to consider licensing or franchising it. You could enter into a franchising arrangement whereby you would permit the franchisee to use your business model or brand name for a fee. Alternatively, you may enter into a licensing arrangement whereby you could sell the right to use or produce a company's product to the licensee, for royalty.
16. Participation in Trade Exhibitions and Fairs - Trade exhibition and fairs are organized so that companies in a specific industry can showcase and demonstrate their latest products and services, meet with industry partners and customers and examine recent market

trends and opportunities. These events are a great forum for networking, learning and seeking new opportunities all in one place. You should participate at these events to broaden your horizon and keep abreast with the latest developments in your field.

The India Trade Promotion Organization (ITPO) ITPO, is the nodal trade promotion agency of the Ministry of Commerce & Industry, Government of India. It approves holding of international trade fairs in India and regulates holding of various expositions in India and has an extensive infrastructure as well as marketing and information facilities that are availed by both exporters and importers. Any person can access its website (<http://indiatradefair.com/>) for information related to the exhibition or fair of its interest.

17. Teaching/ Coaching - Sharing your knowledge with others through teaching others also works like a two-edged tool – it not only further sharpens your knowledge, but also helps others by learning from experiences. You not only gain confidence and mastery over your skills, but also establish yourself as an expert in the field you are teaching/coaching.
18. Social work - Social work and helping others in any way possible whether through financial or non-financial means is the only deed which can give you a true sense of accomplishment and purposefulness in life. Although each of us has different skills, understandings and interests, we can become more conscious of our own thoughts and feelings when we work selflessly for others. When you participate and emerge yourself in activities which benefit the society as a whole, you feel a sense of pride and accomplishment which is reflected in your business and professional as well and which ultimately results into growth.



# USING SOCIAL MEDIA FOR BRANDING

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Social media has made networking and sharing valuable information easier. With the advent of internet, the world has become a small marketplace. You can directly approach a future prospective customer or employer etc. without having to go through various channels of communication. We are blessed to be born in the internet age where we can meet 1000s of people on a single digital platform. Powerful social media tools such as Facebook, Linked-in, Gmail, YouTube, blogs, websites, Twitter (now X), WhatsApp, Instagram, e- articles, etc. allows us to share our knowledge and expertise and helps connecting people even though they are living miles apart. In Facebook, we can join 6000 groups, similarly, a person can send over 2000 emails daily, and professional expertise tools such as LinkedIn allows us to be part of 100s of the group. Additionally, certain platforms such as Twitter (now X), blogs, podcasts help to put our viewpoints. We can take the benefit of social media platforms by creating informative and engaging content. LinkedIn is a professional networking platform. It will be very helpful, where we can connect with business owners, tax experts, and other professionals in order to build their network.

## **How to use social media platforms?**

When we share our knowledge, it helps to deepen our knowledge and further strengthens what we already know. Hence, we can use social media to share our knowledge or inspire others. Sharing of knowledge is not violation of professional ethics and code of conduct. We can use social media platforms in the following ways:

- Read various books or online resources to get technical expertise
- Learn various tools, software like Canva for designing, active campaign for e-mailing, website management, social media platforms etc.
- Create your own website, YouTube channel, Facebook page, LinkedIn, Twitter (now X), Instagram account, create account in blogging website, podcast
- Make more friends, join various groups

- Create WhatsApp Business account and Telegram, create various groups and invite people to join that group
- Create your own attractive flyers on various topics and post those flyers in Facebook, LinkedIn, Twitter, Instagram, WhatsApp multiple times in a day
- Tag others that post, share in various groups
- Create Poll for engagement for participants
- Make YouTube videos in just two hours and upload in social media platforms
- Make various articles, power-point presentations, upload in website, LinkedIn etc.
- Share those articles via e-mails in bulk by Active campaign, in SlideShare

**How to develop a service through use of digital tools:**



### **How to use the digital tool in professional area:**

For e.g. In case of professional service area of 'Starts-up', we can use digital tools and media in a number of ways with design, marketing, branding etc. or when approaching prospective investors at the time of fundraising.

We can use Canva, an online design and publishing tool that has become extremely popular with small business owners because of its capability of putting together a wide variety of graphics. It can not only be used for creating graphics for social media like facebook posts, Instagram stories etc. and templates for websites, posters, presentations etc. but can also be used for business.

The Start-up can use this tool in the following ways:

- Creating graphs & charts – this can effectively help the Start-up to make a point in regards to the value the business brings to the table
- Help to build investor pitch decks
- Edit PDFs –Business Plan Templates are available on the internet, and by using features like Edit PDF, the business can save time
- Can help to create Logo templates, creating a brand color palette, creating website without coding, designing email headers etc.
- Collaborating with the team in real time, from anywhere
- Using templates to compile and track ideas with the organization team

How to make You Tube Videos?

- Create a YouTube Video Strategy.
- Create account on YouTube
- Choose the topic of our passion
- Get further expertise on the subject by doing research
- If topic is technical, get various statistics wherever needed

- Spend one-two hours on preparation and make pointers, memory techniques for making video, cover everything about that topic, make it meaningful
- Think out of box
- See other videos, think on how we can make different, extraordinary video
- Set up your video recording
- Record your video
- Analyze the video you have made and try to find out ways to make it better
- Go for another video recording,

### **Create a website**

With the World Wide Web, now your product or service is not only being sold in a local, national or international arena but it can reach the most remote corner of the planet. The internet has made this feat possible. Having a website and online presence enables your organization to be known. It will make people aware of your presence and conscious of your ability in their needs. Today's customers are well informed and look for online information before they make a deal. They are already educated and have done their research in the intricacies of the product and service and are well aware of what they exactly want. This type of customer behavior trend emphasizes how your website is the backbone of your business.

However, it is not only important to create a website, it is equally important that your website is update with fresh and topical information. It should not seem unkempt and stagnated. Every piece of content you put on your website is a reflection of you and will form an image in the mind of the viewer.

### **Sharing Knowledge – Newsletters, Emails, Online Discussion Groups**

Sharing your knowledge to educate your customers could take place in the form of sending emails and newsletters, creating e-books, forming groups, creating a blog or sharing knowledge at other platforms like presentations, seminars and open house discussions.

A free newsletter with good and current content can be sent to people to educate them about the topic. You can send these newsletters by email as that will be very cost efficient too. One person in your organization can be allocated for this purpose who can do the research work, content creation and final preparation of material to be covered in the newsletter. You can participate in online forums like Google Groups, Facebook Groups, LinkedIn Groups etc. which provide online discussion groups for people sharing common interests, and share your knowledge there.



# PROCURING POWER SKILLS

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The new workplace of the world is dynamic and ever-evolving. For progressing in this new environment, essential soft skills over and above the technical knowledge in any business will be absolutely critical for achieving success. Thus, 'soft skills', referring to more human-centric proficiency as opposed to 'hard-skills', which is primarily technical expertise – have become immensely vital. The personal skills or people skills determine how well a person interacts with 'others'. Perhaps, their necessity is the very reason that soft skills are now aptly being rebranded as 'Power skills' to basically describe the effect of such skills and thus, reshape the way we look at the importance of these skills.

Hence, to achieve success, an entrepreneur should develop the following skills:

## a. **Interpersonal Skills**

The ability to communicate or interact with other people (whether it is clients, suppliers, subordinates or your team) is what is known as interpersonal skills. Some examples for the same could be communication skills; anger management skill; team management skills; general etiquette; negotiation skills; problem solving skills etc. Almost every business requires you to interact with customers, vendors, debtors, creditors and other stakeholders on a daily basis. The people you come in contact with may be from different social, economic and cultural background. Your interpersonal skills become vital in these cases – to the extent that they largely determine your success ratio. Your one-to-one interaction with people will leave an impact as people perceive the business based on their interaction with the people behind the business. So even the most innovative and productive idea may fall flat if the face behind the company is not dependable. Improving interpersonal skills will keep you in the good memory of people and attract people to do business with you.

Interpersonal skills can be loosely described as life skills we use every day when interacting with others personally or professionally. They may include a variety of activities like – Communication, Listening, body language, ability to collaborate, display of work ethics and workplace etiquette, display of personal etiquette, commitment capacity, professionalism, problem solving capability,

decision making ability, self-confidence, receptiveness to feedback, showing appreciation, positive attitude and overall vibrant demeanor. This list is not exhaustive and may include many more skills depending on the level of personal and professional interaction at play.

Some advantages of interpersonal relationships can be listed as follows:

- Leave a lasting impression on people
- Equip you with Productive Abilities
- Ensure your Personality development and overall growth
- Facilitates in Team management
- Makes you Indispensable to organization
- Gives you an Edge over Competitors
- Forges Better Relationships

**b. *Leadership Skills***

What or who is an actual leader? A leader is one who has a vision and set direction and inspires and guides others to the right way. It is possible for anyone to be a leader as leadership is based on the strengths and abilities individuals demonstrate. These abilities are essentially known as leadership skills as they lead the way toward achievement of goals. These leadership skills are to an extent in-built and are of varying styles, but since there is no particular style of leadership which can be considered the benchmark it is clear that leadership skills can definitely be acquired.

There are certain key skills a leader must display viz.:

- Leading by doing
- Strategic Thought process
- Compelling vision
- Decision making
- Problem solving

- Effective Communication
- Effective Listening
- Clarity in planning and course of action
- Project Management
- People management
- Change management
- Time management
- Delegation proficiency
- Persuasion abilities
- Talent to motivate self and others
- Managing Emotions of self and others
- Mind control

Leadership cannot be viewed as a standalone object. The cornerstone of leadership comprises multiple intelligences rather than being dominated by a single general ability. Every leader may have the same target of goal attainment but their personal style of functioning and attaining objective is different from person to person. No style may be labeled as correct or incorrect and each may be suited to the requirement the circumstances demand.

**c. *Decision making skills***

Decision-making skills are extremely important to succeed in life. Decisions have to be made and you have to take responsibility for your decisions, no matter whether they lead you to success or failure. Don't shy away from making decisions and prolong and postpone the decision making process as it can snowball into a disastrous situation for your enterprise. You may have to take tough decisions at times, but do what needs to be done and don't ponder over the matter. If you have a compelling vision, you won't falter. Having a strategic thought process and clarity in planning and course of action will definitely be a bonus in helping you to make thoughtful decisions. To be a good decision maker, always be a

good listener and keen observer, as you will pick up wisdom from people and situations which will come in handy in decision-making.

**d. *Presentation Skills***

Presentation skill is the most important skill that a person must have for being an entrepreneur. The presentation may be written or oral communication like power point presentations, articles, speeches etc. and may even be body language or the clothes you wear. Presentation may be you and your work as an entire package.

The first most important thing to remember in any kind of presentation is to put yourself in place of your audience (referring to people you are presenting to in whichever way as supplier, employer, client, leader, subordinate, colleague or otherwise) – what would you as an audience like to see, hear or read. Then explore what value addition you are bringing to the table – are you putting forward something new and innovative in what you are presenting or is it old wine in new bottle. Your audience may come from different cultural and social backgrounds – are you being neutral in your approach or is it becoming too centric on a particular thing. Happiness and positivity are global phenomenon and they sell – are you vibrant and positive (even though you may be talking statistics and financial performances) or are you dull and boring.

Whatever your mode of presentation may be – remember the mantra for success is to just be yourself. If you just be yourself and not emulate others, you will present your presentation in a relaxed and comfortable manner.

**e. *Liaisoning and Negotiation Skills***

Liaisoning is defined by oxford dictionary as an activity of communication or cooperation which facilitates a close working relationship between people or organizations. When a number of people are involved in any aspect whether it is personal or professional front – liaisoning, negotiation and persuasion are a part and parcel of people involvement. Even in your personal life you play the roles of negotiator and perform various roles of persuasion, mediation, conflict resolution etc. as the situation demands.

Negotiation skill is a part-and -parcel of interpersonal skills too. Your ability to successfully negotiate empowers you to achieve mutually agreeable solutions while paying attention to others needs and viewpoints. Good liasoning and negotiation skills will empower you to develop personally and grow professionally. Negotiation fails if it based on the foundation of over confidence or lack of confidence and disregard for other's perspectives.

To have excellent liasoning and negotiation skills, consider the point of view of all involved, evaluate your leverage and that of other parties involved before taking decisions, listen carefully, communicate effectively and most importantly do your groundwork methodically well in advance.

**f. Communication Skills**

Communication is important and it is the bridge to your destination. If written communication is faulty and lacking, the document becomes inadequate. Good correspondence has two rules; promptness and precision. Come across as clear, confident and concise. If verbal communication is ineffective you don't put across your ideas and views in the manner you had wanted to and thus lose out on a potential opportunity or valuable relationship. If your communication is not accompanied with the appropriate body language, you run the risk of an unsatisfied or unconvinced audience. Not only is communication vital in professional life, it is the underlying foundation to build your business. Therefore, the quantity, quality and style of communication are very important for entrepreneurship.

To be a successful communicator, you first have to be a good listener. Listen carefully to what others have to say and listen even more carefully to what they don't say. A very important aspect of communication is "Silence". If you listen to their silence and interpret it correctly, you will communicate better. When to remain silent and when to speak is the core element of communication. It can help you to say a lot without actually saying anything.

**g. Perseverance Skills**

Skill is the ability to do something well; and if you treat perseverance like an inherent skill and hone this skill by continuous rigorous practice you will realize that there is nothing in this world

you can't achieve. It isn't easy: but it has to be done. The only way to get over with it is to go through it: face it headlong. That in a nutshell is perseverance – the persistence in doing something despite difficulty or delay in achieving success.

*“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan ‘press on’ has solved and always will solve the problems of the human race.”* - Calvin Coolidge. So every time you feel like throwing in the towel, remember this famous quote of John Calvin Coolidge Jr., the 30th President of the United States of America and a Republican lawyer from New England he had a quiet but methodical climb up the political ladder.

Don't Quit, because there is always a silver lining at the end of every cloud. You may have achieved a setback today but you are learning which means you are not stagnant. It is important to grow and growth encompasses good and bad both.



# BECOMING A THOUGHT LEADER & ADOPTING THE WRITER & SPEAKER MINDSET

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To run a successful entrepreneurship, becoming a thought leader in your field, as it establishes you as a credible expert in your field, attracts customers, builds trust, and helps you stand out from competitors by providing valuable insights and unique perspectives within your industry, ultimately driving business growth and influence.

A thought leader has been described as an individual or firm recognized as an authority in a specific field. A thought leader is a person who specializes in a given area and whom others in that industry turn to for guidance. A thought leader is one who works for their passion, in the field of their expertise. Thought leadership is the expression of ideas that demonstrate you have expertise in a particular field, area, or topic. They become the trusted sources who inspire people with innovative ideas; turn ideas into reality, and know and show how to replicate their success.

Everyone has the potential to become a thought leader. With the right processes, we can transform our individual experiences and expertise in our industry into influence with our audience.

To become an effective and powerful thought leader, we should understand our area of passion and create content in that area e.g. writing for business magazines, organizations, online websites, Institutes, Universities, etc.; become a speaker at seminars, webinars, conferences, events, training workshops etc.; authoring books; reach out to people with the help of videos and audios like Podcasts, You-tube videos etc.

## **Why thought leader?**

We must ask our self why to become a thought leader? There is a tremendous benefit of becoming a thought leader:

1. Self-development
2. Gaining visibility to the sky level
3. To fulfill our childhood dream

4. Networking
5. Increasing client
6. Finding more opportunities
7. Making money
8. Social benefit

### **Qualities of Thought Leader**

A thought leader possesses the following qualities-

1. Determination
2. Flexibility
3. Consistent
4. Thoughtfulness
5. Humility
6. Curiosity
7. Passion
8. Persistent

### **Steps to become a Thought Leader**

Everyone has the potential to become a thought leader. With the right processes, we can transform our individual experiences and expertise in our industry into influence with our audience. The following are the steps to become an effective and powerful thought leader-

1. Understanding our area of passion
2. Get professional Expertise
3. Create content in that area - Content writing for business magazines, organizations, online websites, Institutes, Universities, etc.
4. Start speaking in Public on that area – Become speaker at seminars, webinars, conferences, events, training workshops etc.

5. Start writing and publish a book on that area -Become an author or co-author of various books
6. Start online publication of content e.g. content on social media platforms, various online groups, blogs, newsletters & magazines
7. Reach out to people with the help of videos and audios – e.g. Podcasts, You-tube videos etc.
8. Create a good team which can assist in your endeavor.
9. Do networking
10. Don't limit yourself. In fact, explore your ideas and spread it to people at large.

If you want to earn big riches and realize your dreams - 'Get out of Your Comfort Zone'. Nothing of consequence was ever achieved by anyone unless they got out of their comfort zone. A comfort zone is a situation where one feels safe or at ease. And it is common knowledge that when one feels adjusted to the situation which may be favorable or unfavorable he will never do anything to change that situation. He will never show valor to diversify and explore new fields in his business if he has a comfortably good returns business. He will never be brave enough to change the complete line of business if he comes across a new idea which he 'believes in' even if the current business is failing. Courage comes when comfort zone is exited.

Instead of focusing on the end result, just concentrate on the present act. Remember you are capable of more than you think. You just need to make a beginning and one single act of courage will set into motion a chain of acts of courage. Read about the lives of great men and women who have accomplished great feats. You will see that everyone is human. Everyone feels the same fear and anxiety as you feel.

*"If you want something you've never had, you must be willing to do something you've never done."* - Thomas Jefferson, American Founding Father and third President of the United States



# WRITING BOOKS

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The Indian e-book market is projected to reach a revenue of \$279.8 million by 2027, with 133.3 million readers. Today technology has made it possible for readers to access books through their computers and mobile phones. The dynamic landscape of e-books and audiobooks has opened a new world of learning. In this digital age, e-books have become a norm as they are accessible to the reader on the go, anytime and anywhere. The proliferation of technology has led to a surge in digital content and e-books, which, in turn, has made it imperative for traditional bookstores to embrace digital transformation too.

Anyone can learn how to write a book. And thanks to the rise of technology and self-publishing, anyone can publish a book as well!

You may want to write a particular type of book. All books are either non-fiction or fiction; Non-fiction books contain factual information, such as biographies and history books whereas Fiction books contain a story which was made up by the author. The fiction & non-fiction books can be further divided into sub-types or genres e.g. books on technical topics, self-help, health, science, history, art, science fiction, action and adventure etc. You could be wanting to write a book for various reasons:

- Passion
- Fame
- Satisfy your inner need
- Story to share
- Sharing knowledge
- Establish yourself as an expert in any field
- Become a professional speaker in any field
- Create a public persona and personal brand

Whatever the reason for your writing may be, it is essential to follow certain steps before you actually get started with the task of writing.

## STEPS TO WRITING BOOKS

The first step towards writing books begins in your mind. Many fears come to the mind and stall the idea of writing even before it has begun – fear that I am wasting my time, fear that I am a terrible writer, fear that no one will like my writing, fear that my books will never get read or sold, fear that others will ridicule my writing – and the list is endless. Therefore, the first step in learning how to write a book are overcoming mindset blocks, dealing with self-doubt as a writer, and developing a healthy frame of mind. Just focus on the task at hand and stop aiming for validation from people or a literary prize in writing. You are just sharing what you know, and you may not know it at that time, but this act of yours may in effect be profitable for some reader out there. Know that the power of sharing your knowledge and experience through your book is stronger than any fear that might hold you back. So, develop a writer's mindset, whereby you think positively about 'writing' and support your work because what you think is what you become, and how you act.

The next step to writing books is to create a writing space, an ideal writing environment that fits your sensibilities. Think about the space where you do your best work best and then make it a practice to work there consistently. This space need not be large, luxurious or filled with amenities; it should just be perfect for you. Your writing space should make you comfortable and get your creative juices flowing; It should make you want to sit there for hours at an end to pour your thoughts out. Find creative spaces where you can produce your best writing as where you choose to write will have a major impact on your writing productivity.

Thirdly, decide upon the tool you would like to use to write your book. You can find a number of book-writing software and apps, most of which are free, that assist you in organization and provide book writing templates. They also help in editing and aid in identifying grammatical errors, typos, and incorrect sentence structure. Some of these tools are e.g. Google Drive, Grammarly, Evernote etc. However, if you prefer to use the conventional pen and paper when it comes to writing a book, you should do that.

Go ahead with what suits you. If you like, get support – a strong support network like friends or like-minded individuals, a community of peers, a book-writing coach etc. with whom you can share your writing with on a daily or weekly basis for feedback. Alternatively, if you work better in seclusion and without a support system, then stick with that.

Create writing discipline. Make a schedule wherein you set fixed hours each day to sit at your specified place and do your writing dutifully, It's not good enough to write only when inspiration strikes. There will be days when writing is the last thing you want to be doing. But your discipline towards your writing will make you take action and write. Determine a writing goal, including how many days a week you intend to set aside time to write, and set a deadline or due date for when you'd like to have parts of your book ready. Alternatively, you could set a daily word count goal. Decide what time in the day your mind is the sharpest and you do your best work; do you work best early in the morning or late into the night – sit to write in those specific hours and incorporate that as a routine.

Lastly, motivate yourself to complete your goal of writing the book. Many roadblocks and challenges may arise time and again during your writing process wherein you enter the self-doubt phase and think of giving up the task. However, you need to motivate yourself to complete your goal of writing a book. Hold yourself accountable to writing your book.

Know that every expert was once a beginner, so liberate yourself from the fear of not being 'good enough'. You don't have to be fully prepared or fully confident to write a book – you just need to start writing and everything else will fall in place bit by bit.

Every act first starts as a learning process for anyone, and then we gain mastery over the task as we do it repeatedly day-in and day-out. Therefore, just stick to your bit-by-bit routine, use positive affirmations to move forward and you will surely achieve the goal of writing a book.

You are not a writer but a 'Global Writer', because anyone anywhere may read your book. Whether you eventually publish your work as an e-book or a hard copy, with the role of the technology & the internet, it may be accessible to any person anywhere in the world. You can get your book published by approaching a publishing house or you can get it self-published too. Some free e-book publishing platforms charge no fees, but only take some percentage royalties on sale of e-book viz.:

- Amazon KDP (Kindle Direct Publishing) - [https://kdp.amazon.com/en\\_US/](https://kdp.amazon.com/en_US/)
- Apple Books - <https://authors.apple.com/publish>
- Barnes & Noble Press - <https://press.barnesandnoble.com/>
- Draft2Digital - <https://www.draft2digital.com/>

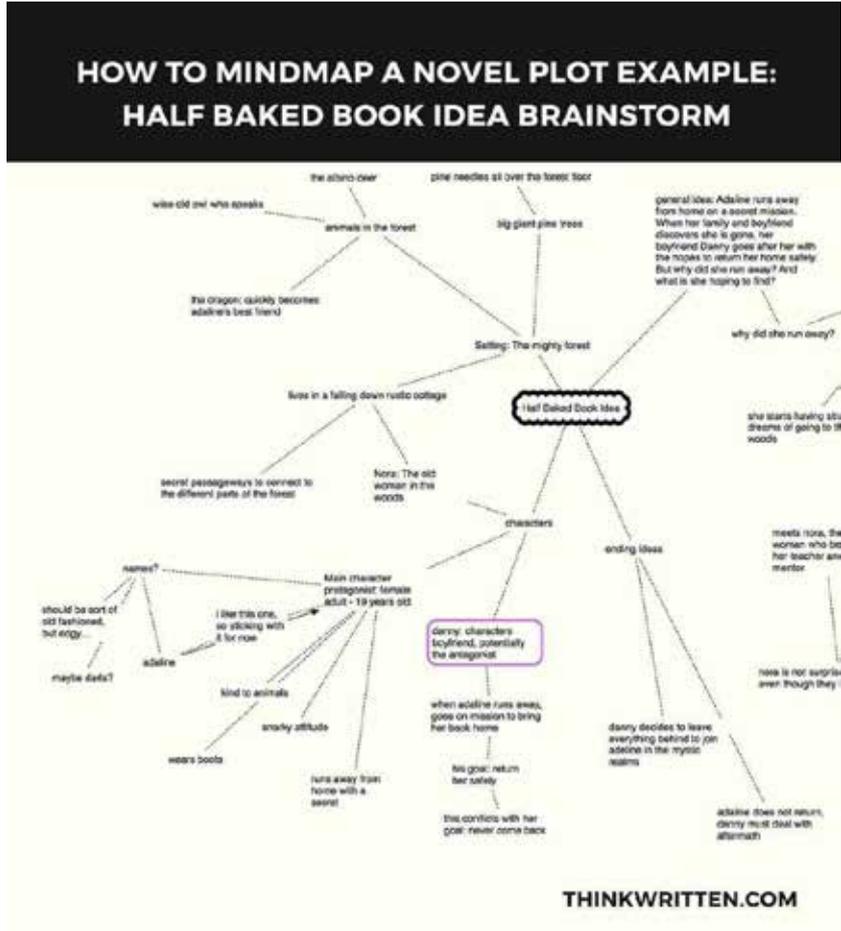
- Google Play Books - <https://play.google/books/>
- Kobo writing life - <https://www.kobo.com/in/en/p/writinglife>
- Lulu - <https://www.lulu.com/>
- Notion Press - <https://notionpress.com/>

So, follow these principles of writing to live up to the essence of becoming a 'Global Writer':

<b>G</b>	-	Good Planning
<b>L</b>	-	Logical Sequence
<b>O</b>	-	Overall Presentation
<b>B</b>	-	Build a bond with Reader
<b>A</b>	-	Action towards writing
<b>L</b>	-	Leveraging Vocabulary
<b>W</b>	-	Will & Passion
<b>R</b>	-	Reading
<b>I</b>	-	Information up-to-date
<b>T</b>	-	Topic-oriented
<b>E</b>	-	Effective communication
<b>R</b>	-	Rough Draft

## GOOD PLANNING

Organized planning is the very first step to achieve any goal. It is advisable to create the book outline and framework before actually starting to write the book. Every book starts with an idea. Jot down your thoughts and ideas so as to give you an idea of the trajectory you will follow. You can create a mind map to put all your ideas together on paper.



Try to articulate what your book is about so that you are clear to yourself and your prospective reader as to what they will learn if they read your book. Also create a temporary title for your book after going through the mind-map of ideas and purpose statement of the book that you have created. After completing your book or mid-way through it, you can keep changing title as you feel appropriate, until you reach a final one.

**Steps you can take:**

- Create an index and make a list of the contents you will cover. You may have to keep adding/deleting as well changing the order of contents as you go along writing in the coming days, but initially you will have something to start with
- Break your book writing into chapters and make a date schedule to write certain chapters in certain days. Set deadlines for each smaller section in the chapters
- Once you finish writing, then only read the complete book and do your editing Don't edit as you write as it will slow you down.
- Try and seek creative inspiration from every person, situation, videos, audios, nature etc.
- Use AI tools, such as ChatGPT, to empower you if need be.
- Select a time frame of maybe a day or two to do your research for the book. You will not be able to do extensive research but don't start the book with research otherwise you will never get started.
- Keep time for editing and formatting of book
- Decide if you intend to keep a foreword in your book and who you want should write it, so that you can approach the concerned person well in advance. A foreword is written by someone other than the author and tells the readers why they should read the book.
- Write the material for the front and back cover, preface, introduction and conclusion. A preface is written by the author and tells readers how and why the book came into being.
- Also chalk out your Profile or Author Bio which will describe the author and his/her achievements. It could be as long or short as you want but should be an eye-catcher for the reader.
- If you want to include a glossary, list of useful websites, notes at the end of the book, you will need to organize the information for that.
- Select your book cover design. If you cannot create one yourself, you can find freelance graphic designers to create one for you.

## LOGICAL SEQUENCE

A logical sequence in writing is required so that there is a certain connection between concepts, topic and link sentences, and paragraphs, to increase readability and make a document easy for a reader to navigate and understand. If the writer keeps switching from one topic to another, it confuses the reader and eventually the reader loses interest.

There should be a certain common-sense flow of thoughts and sentences, and jumping- between ideas should be avoided in writing. The ideas should flow in a natural order as how they would appear in a reader's mind. For e.g. only after defining or explaining the meaning of a concept, it is logical to give the advantages/disadvantages of the concept. Another common way of presenting ideas in a logical sequence is putting them in an order of importance from most important to least important or vice-versa. You can also present ideas by discussing similarities and differences between two or more items.

In order to make sure that your idea presentation is coherent, you can check the following in your writing. See that your index is listing ideas in a chronological order. For e.g. in a book on Corporate Governance a logical chronological index would look like this:

1. Preface
2. Introduction
3. History of Corporate Governance in the world
4. Emergence of Corporate Governance in India
5. Regulators of Corporate Governance in India
6. Legislations in India having a bearing on Corporate Governance
7. The Companies Act 2013
8. SEBI Regulations

An illogical sequence in the index would look like this:

1. Preface
2. Introduction
3. Legislations in India having a bearing on Corporate Governance
4. Regulators of Corporate Governance in India

5. The Companies Act 2013
6. SEBI Regulations
7. Emergence of Corporate Governance in India
8. History of Corporate Governance in the world

Similarly, now check how you have elaborated each chapter and/or sub-chapter. Ask yourself the following questions - Have you used intelligible phrases and words to connect the words, sentences and ideas together; Is there a natural progression from one paragraph to the next and is there a sound relationship between the preceding and subsequent paragraphs in your work.

### **OVERALL PRESENTATION**

Presentation skill is the most important skill that a writer must have. Presentation in any sort of written (or oral communication for that matter) like power point presentations, articles, books etc. is the way to capture the attention of the reader and get him/her to read your work. Presentation of your entire book comprising the covers, content, images if any, style of writing and flow of writing etc. go a long way in winning customer adulation. If doesn't look or feel good, the reader will not even take the effort to go through the pages.

The first most important thing to remember in any kind of presentation is to put yourself in place of your reader and decipher as to what would you as a reader like to read. Then explore what value addition you are bringing to the table – are you putting forward something new and innovative in what you are presenting or is it old wine in new bottle. Your audience may come from different cultural and social backgrounds – are you being neutral in your approach or is it becoming too centric on a particular thing. Happiness and positivity are global phenomenon and they sell – are you vibrant and positive (even though you may be talking statistics and financial performances) or are you dull and boring. Everyone likes an optimistic well-organized piece of writing rather than a critical piece just outlining problems with no solutions given.

Consider the presentation aspect right at the end when you finish writing the book, or else you will suffer writer's block wherein you will become unable to think of what to write or how to proceed with writing, and thus sabotage your own efforts.

While writing your book, remember to keep it simple and not use too much technical jargon if it can be avoided. Too lengthy content with either too much text in one chapter and inefficiently organized information in another chapter can lead to a feeling of boredom and confusion for the reader. Be consistent in choice of bullets, fonts and text size. The purpose of the book is to hold interest and focus attention on the information itself and not puzzle the audience with over-the-top graphics. Clear and concise communication is appreciated by everyone.

For perfecting the presentation aspect of your book, you will learn as you go along. The more you write, the more you will be able to catch the pulse of your reader and present your work accordingly. Take the advice of seasoned authors who have gone through similar situations and are more experienced. Take the criticism of readers constructively. Maintain a record book and after every book you write - note down pointers that you felt the readers liked and you make like to improve and use again. Also identify pointers which you feel need more refinement.

## **BUILD A BOND WITH READER**

Two things need to be clear in your mind – firstly, what you want your reader to understand from your writing and secondly, what the reader wants from your writing. The best way to forge a bond with your reader is by trying to understand them.

So, first and foremost, identify your target reader. The key to producing meaningful content is understanding your reader - his/her age, education background, preferences etc. According to you, on a wider scale, what kind of person will be reading your books. For e.g. if you are writing a book on professional opportunities for chartered accountants, then obviously your target audience are CAs; if you are writing a book on start-ups, then your target audience could be start-up founders, investors, professionals involved in creation of start-up, people considering the idea of a start-up and trying to understand it etc.; if you are writing a book on understanding concepts of physics, then your target audience would be school children in the category of 14 to 18 years; if you are writing a self-help book, then your target audience may be various kinds of people of different age groups.

If you can determine your target audience, you can write your content after considering the sensibilities, education and background of the target audience. If you cannot determine your target audience, then you should

stick to your own style which you are comfortable with for e.g. in case of self-help books, you should just go with your own flow.

In general, there are certain ways of writing which audience of any age group or background will tend to like. Keep in mind the following points to build a bond with the reader:

- Use metaphors your audience will easily understand.
- Use examples and descriptive situations which the audience can relate to.
- Use charts, diagrams, graphs etc. so that the topic is easier to understand
- Depending on the topic, try and give statistics where possible
- Bring some novelty into the topic and try to give some new aspect of topic, not presented before
- Avoid using too many complicated technical terms even in topical professional topics.
- Remember the reader is reading your book for either of the two reasons – to educate & empower or to entertain himself/herself. If you end up doing neither for him/her, it will not be a pleasant experience for him/her.
- Give the reader an unforgettable experience - something to remember, a thought, an idea, a line which sticks with them long after finishing your book.
- Be honest. The reader forgives grammatical mistakes and errors, but never forgives dishonesty. They can see if you are trying to be fake. For e.g. in writing self-help books, give genuine assistance rather than perfect advice.
- The bottom line is that be true to yourself and write your book. Don't be intimidated by the reader and burden yourself with expectations, or else it will reflect in your writing

### **ACTION TOWARDS WRITING**

As simple and cliché as it may sound - The biggest problem in writing a book is, getting started. The second biggest problem is, getting finished.

In both cases the solution is 'action'.

Action is imperative to writing. As explained earlier, the biggest challenge to writing are your own thoughts which hold you back. You will have to overcome the obstacles like your own self-limiting thoughts, fear of failure and ridicule, to start writing. When you do sum up the courage and finally start writing, there may be endless stages throughout your writing process wherein you will feel that it was a bad idea to write or you have run out of ideas and you need to stop writing the book. This could be triggered by a casual comment by a well-wisher or a nasty feedback received from a friend for your rough draft. You need to grow past these disturbances and finish the book. Tell yourself, that you must complete, and then you can decide later whether it's up to the mark or not.

Don't use the excuse of 'lack of time' to write a book. Work will expand to fill the time required for its completion. So if you give yourself five days to complete one chapter of the book you are writing, its most likely that you will finish it not before the end of the fifth day or maybe even beyond. It's highly unlikely that you will finish before the maximum time you have allocated for yourself.

The Pareto principle (also known as the 80/20 rule, the law of the vital few, or the principle of factor sparsity) states that 80% of consequences come from 20% of the causes. Vilfredo Pareto an Italian economist and sociologist used this principle to establish the relationship between the inputs and outputs. The Pareto Principle can be applied in a wide range of areas such as manufacturing, management, and human resources. The most important application of the Pareto principle has been used in personal time management. Time management has been a challenge to most of the people. In order to effectively utilize the time, one needs to identify the "repeated patterns" in your daily schedule that may be causing problems to your productivity. The Pareto principle states that most people tend to thinly spread out their time instead of focusing on the most important tasks. In terms of personal time management, 80% of your work-related output could come from only 20% of your time at work.

Hence, choose a topic you are passionate about, as that is when you will write effectively and quickly. Go with a topic you know best, otherwise you will stall your writing every now and then, so as to research and get a grip on the subject. Therefore, choose a topic or experience that you can write about quickly, with limited resources.

## LEVERAGING VOCABULARY

A writer's vocabulary is one of his/her most essential tools. No doubt, you can write a book with limited vocabulary too, however, a rich and diverse vocabulary will allow you to express yourself with greater precision, nuance, and creativity. Your choice of words will also give flavor to your writing and keep the reader's interest alive.

There are no tricks and tips to enhance your vocabulary; it requires genuine interest, hard work, consistency and repeated practice. You can start with the following actions to maximize your vocabulary power:

- Do a lot of reading – books, magazines, articles, newspaper, online or offline – anything you read will enhance your knowledge and expose you to more words. Reading helps you to see words being used in context, and it will be more effective than merely memorizing new words.
- Practice using the new words you have learned and try framing sentences with it. Continuous practice will bring the words into normal usage for you.
- Keep a small notebook with you and try to note down any new word you come across, to check the dictionary for its meaning later
- Make 'dictionary' and 'thesaurus' your best friends. You can use the dictionary to learn a word's precise meaning, spelling and find additional useful information about it. You can use thesaurus to find connections between words, such as their synonyms and antonyms.
- Install vocabulary builder applications on your mobile phone and regularly learn new words from it
- Watch English movies and series with subtitles, so that you can absorb the language in use

However, always remember that expanding and leveraging your vocabulary does not mean throwing in unrequired excess words in your writing. You would end up sounding confusing to the reader and your writing would seem forced, tedious and would overburden the reader to refer to a dictionary every time they read a paragraph of your work. Avoid repeating words and select the most appropriate word to convey the intended meaning and then leave it at that.

## **WILL & PASSION**

Everything starts with our passion, when we work for the area we are passionate in, achieving success is certain for us. So, in order to get success in life and fulfill our dreams, we must understand our passionate area of work. Firstly, we must understand what we are passionate about, how to achieve that passion and then prepare an action plan and work on that action plan.

If you want to write books, you need to have the will and determination to do so. Your 'WILL' can change everything. The 'will' comes from 'within'. You are unstoppable once you have willed it.

*“Obstacles are those frightful things you see when you take your eyes off your goal.” – Henry Ford*

Will it, and the courage will automatically come from within. It will reflect in your writing too, your will to share your knowledge, thoughts and stories with your readers.

Identify your 'X-Factor'. X-Factor is that noteworthy special talent or quality that makes you unique and stand out from others. What is that uniqueness in you which gives you an edge over others or makes you stand out? Your X-factor differentiates you from others. Identify it and enhance it. The most important quality in every successful writer is his/her 'X-factor' which is difficult to duplicate. You may acquire the same qualifications and expertise as someone else but you cannot photocopy his 'X-Factor'; that belongs to him/her alone. Their X-factor adds that unique touch to their writing.

When you write – write passionately. Write from the heart and express your thoughts and ideas in a way that feels true to you. This will not only make the writing process more enjoyable but also create a connection with your readers. You should be so passionate about your writing that you should not be able to stop thinking about it.

## **READING**

Reading expands your world, gives you new ideas and opens your mind to new possibilities which were unknown to you before. It gives you extensive awareness of geographies, cultures, traditions, time periods, history etc.

There is immense value of reading in writing a book. It is like a raw material for writing. There are many reasons why reading is important for writing, some of them being:

- Teaches grammar, structure of sentences, word choice, punctuation, rhythm etc.
- Helps in understanding grammar in context
- Improves vocabulary
- Exposes you to different writing styles
- Improve writing skills
- Leads to finding inspiration to write
- Inspires fresh ideas
- Strengthens imagination
- Deeper understanding of various topics
- Improves memory and cognitive function
- Knowledge about the latest trends
- Research for your book
- Gives knowledge of different cultures, traditions, conventions etc.
- Makes you more empathic

If you are a person who doesn't read much at all, begin reading and make it a habit. To start the reading habit, try to start with reading on the subject you enjoy. For e.g. if you are a sports buff, start by reading small newspaper articles on your favorite sport and from there you will gradually graduate to reading autobiographies of sportsmen and sportswomen. If you are the kind who reads a little off and on but is not a habitual reader, try setting a goal of reading an article a day, a magazine every quarter or a book a month, of that author whose work you have always enjoyed in the past, even if he/she is not a very popular one. The purpose is to make a habit of it and inculcate new experiences for yourself through reading.

If you are already an avid reader, try progressing to more challenging and enlightening books of a different genre than the one you always prefer.

Try new literature which you have never read before and search out unconventional authors. Challenge yourself and discover new possibilities.

*“The greatest gift is the passion for reading. It is cheap, it consoles, it distracts, it excites, it gives you knowledge of the world and experience of a wide kind. It is a moral illumination.”*

— Elizabeth Hardwick

Be cautious though, that you don't spend all your time on only reading and never get down to your writing. Fix a routine and learn when to stop, so that you don't keep procrastinating your own writing. Don't get overwhelmed by the writing of other authors and sabotage your book even before starting. Also be cautious of getting highly influenced by the style of other authors and forgetting your own. Read to enjoy and learn while enjoying.

### **INFORMATION UP-TO-DATE**

In today's dynamic rapid evolving world, the reader is hungry for current content. With the assistance of technology, information is available at a click of a button and it serves no purpose for a writer to churn out outdated material to the reader. Content is supposed to be based on the information that is up to date.

Another important aspect of your writing is credibility. Your audience gauge you as an author on the basis of the credibility of your writing – the trustworthiness of your content and sources. While researching for your book, always refer to reliable and verifiable sources. For e.g. If you are writing a book on forms of business organizations around the world, refer to the Ministry of commerce websites of different countries instead of randomly reading material on the internet.

To prove the contemporary nature and credibility of your writing, use statistics, numbers, references, voice of experts, website links directly leading to source etc. or anything similar which creates a level of trust on your writing in the mind of the reader.

Have a sense of ethic in your writing. Represent facts, figures and findings on an 'as is where is' basis. Be transparent, and don't twist facts by a play of your words. Always mention in clear words when you are expressing your own opinion. Provide authentic content to the reader and establish long-term trust and credibility with them.

There is also a responsibility on the author to be more respectful and avoid bias and judgmental language. Other than giving only your perspective, acknowledges others perspectives too and be more inclusive in your writing.

A writer whose book contains information that is up-to-date, credible and ethical, wins the audiences' hearts and they keep coming back to his/her writing with loyalty.

### **TOPIC-ORIENTED**

A topic focuses on one subject and has an identifiable purpose. Thus, in technical writing, topic-oriented writing refers to content creation where content is structured around topics that can be mixed and reused in different contexts.

In topic-based authoring, rather than writing a 'book' as one long document, you write on a bunch of topics and then string them together to create a book. This kind of writing may be very reassuring and suitable for you if you want to start the writing process and don't know where to begin. It can help you by collating your knowledge on your most favorite topics first instead of rushing into a long book-format style of writing. The drawback of this type of writing is the inability to give references and links as you don't know at that time how you will sequence all the topics together. Therefore, information must be as self-contained as possible.

Since you are not starting with an index in front of you or a chronological order of writing, you are sometimes faced with the challenge of how to create topics, how to select topics for a specific document, how much content to share on each topic and if you do intend to merge the topics together in the end as a book, then the plausible question of suitability.

The essence of topic-oriented writing lies in the fact that the reader can read the topics in any order and may skip around to different topics, as needed. The reader may skip certain topics and read certain others, but there is also the challenge of not knowing which topic the reader will read first. The goal of this type of writing is to give maximum reading satisfaction to the reader, as targeted information is available faster for the reader. So, even though the reader is connected to the whole, but he/she is also able to access only that information he/she requires from the whole. It is easier to update topic-oriented content as its quicker to locate and focus on.

## **EFFECTIVE COMMUNICATION**

One of the key objectives of writing is to facilitate effective communication. Your Communication should be simple to understand, easy to read and the language you use should be clear and concise - Then only will your communication be effective and resonate with the reader.

Write in a simple language that the audience understands. Don't overcomplicate or oversimplify content for them. The key is to engage the reader and not to bore or scare him/her. Clear writing eliminates confusion and enhances understanding. If you yourself have mastery over the subject, only then you will be able to write about it in a clear manner. Therefore, break down your sentences and paragraphs into easily understandable content and supplement them with examples, to make sure the reader's clarity and understanding is not compromised. Writing complex sentences and using dense phrases damages the understandability of your writing for the reader.

Another important ingredient of effective communication in your writing is its briefness. Just because you use more words, you are not explaining your point better. While elaborating certain points, its best to be in-depth but as short as possible. Therefore, the writer must remove any unnecessary words, phrases and repetition of points repeatedly.

Communication is important and it is the bridge to your destination. Effective writing depends on creating clear, engaging, and tailored content to meet a specific audience's needs and interests. If written communication is faulty and lacking, the document becomes inadequate. To learn the art of effective writing you can think of enrolling yourself in various courses to improve your writing skills viz. distant learning creative writing programs, master classes in writing at literary festivals, writing workshops etc.

Good correspondence has two rules; promptness and precision. Come across as clear, confident and concise. Therefore, remember the 7C's of effective communication:

1. Clear.
2. Concise.
3. Concrete.
4. Correct.

5. Coherent.
6. Complete.
7. Courteous.

In 1952, University of Wisconsin professors Scott M. Cutlip and Allen H. Center published their seminal book, 'Effective Public Relations' in which they introduced the 'Seven C's of Communication'. Various versions of the above list of 7 C's, often modified and unattributed, are listed in many business, communications, marketing and public relations books and courses.

## **ROUGH DRAFT**

Once you have written substantial parts of your book, bring them together to create a rough draft of the book. Skim through it once to determine whether the chronological order of contents, paragraph presentation, numbering, content display etc. are up to the mark. Thereafter, thoroughly read the rough draft twice to verify the correctness and authenticity of the contents.

If you feel the content is lacking in some areas, then it's important to do further research on your topic so that you can fill in any areas that you are falling short in and areas you missed or forgot to include in the rough draft of your book. If it's a technical topic you are writing on, always study reference material thoroughly before you start writing e.g. authentic research reports, scholarly articles, academic journals, Government documents on your topic, bare Acts of the legislations etc. Use offline or online resources, depending on whatever you are comfortable with. Take help of social media and listen to expert interviews, podcasts, you-tube videos and audiobooks related to your topic. Search archives, collections, historical journals, data records, and newspaper clippings to get clear on events, dates, and facts about your topic, especially if you're writing about the past.

The importance of revising and editing is paramount in writing books. Book editing is the process of reviewing a manuscript to improve its quality, clarity, coherence, and overall readability. It removes all types of language and grammatical errors from your manuscript, so your reader receives a refined product. Try and do self-editing in the beginning i.e. read it line-by-line and check for all types of errors. Read each chapter slowly and surely and make amendments on the rough draft itself. First

observe the overall structure of your writing, whether the content flows logically and each chapter effectively builds upon the previous one. Then, check sections, paragraph and sentence length and structure. You may have to even re-write some portions depending on the mistakes you have identified. Don't discourage yourself because of the errors you discover in editing, in fact think of it as an opportunity to improve your book. Since editing is the process of revising and refining your document to enhance its overall quality, so that your readers receive a well-written error-free book, it should be done in the best way possible. However, if you are unsure of performing the edit yourself, it is better to hire a professional to do book editing.

Also check your manuscript for formatting. Book formatting is the process of checking how your manuscript looks and reads and includes examining font size, page color, word count, page number, line spacing, paragraph spacing—everything that goes into the visual appearance. If you feel the need, you can use grammar and style-checking online tools. To enhance the readability quotient for the reader use bullet points, bold and italics, descriptive sub-headings, images, infographics like graphs and diagrams etc. The layout of your book determines the reading-experience of the reader; well-formatted content guides readers through the text whereas poor visuals make the reading experience challenging.



# PUBLIC SPEAKING

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Glossophobia, the fear of public speaking, is considered the one of the most common phobia, affecting approximately 75% people of the world. It causes a variety of symptoms such as increased blood pressure, increased perspiration, dry mouth, nausea, panic, anxiety etc. at the thought of speaking in front of a group of people. Hence, if you experience one or many of these symptoms, know that you are not alone.

People fear speaking publicly for a variety of reasons. One of the major reasons for anxiety is fear of being judged; 'what will others think of me' syndrome. It could be that you forget your lines or fumble in nervousness, and hence, the biggest fear is that people will ridicule you. Confidence is lacking because of lack of past experience or because of past negative experiences.

To overcome the fear of public speaking one needs to understand that it's okay to fail and make a fool of oneself rather than not ever trying at all. Firstly, the ones who ridicule are often the ones who have no courage to take action themselves i.e. given a choice they would never have the courage to do the act themselves hence they take part in ridiculing someone else. The opinions of such kind of people should not matter to you. Secondly, public has a very short memory, once the laughter has died down, everyone forgets and moves on (except you yourself), hence, every experience will make you wiser and more confident.

Don't set very high standards for yourself and fear you won't meet those standards. Just focus on speaking and finish what you have come to do. If you are a first timer and are worrying about what to expect from the audience, remember that you are courageous for singling out yourself and standing in front of a group for potential rejection or criticism, that itself is a big achievement. Nothing is ever achieved without taking risk. Take a risk on yourself and you will achieve success. You will eventually overcome the fear of public speaking through practice and preparation. Many people who appear completely comfortable speaking in front of crowds started out with a significant fear of public speaking. But by constant and consistent practice they gained confidence and became better at public speaking.

## **STEPS TO EFFECTIVE PUBLIC SPEAKING**

Public speaking involves the act of communicating information or ideas to a group of people and may take place in a range of areas like classrooms, boardrooms, stage etc. You may have to give a presentation at work, deliver a speech at a conference, participate in a panel discussion, address a meeting, conduct a workshop, pitch a business idea to investors or clients, teach people, create a you-tube video, interact with a group of people in a business network etc. Whatever your reason may be, but, to deliver your thoughts and message to others, you need to present yourself adequately and communicate effectively. You achieve success when you make a positive lasting impact on your listeners.

If verbal communication is ineffective you don't put across your ideas and views in the manner you had wanted to and thus lose out on a potential opportunity or valuable relationship. If your communication is not accompanied with the appropriate body language, you run the risk of an unsatisfied or unconvinced audience. The quantity, quality and style of communication are very important for climbing the growth trajectory to success. It empowers you to put across your viewpoint in an accurate manner.

Before any public speaking activity, be sure that you have done proper planning regarding the type of audience which will be listening to you, topics to be delivered, timing, and other factors. Always reach a little before time prior to the event, so that you are relaxed and calm. Whatever tools you will be needing for your speech, have them ready in advance and go through them thoroughly e.g. power point presentation, prepared speech, pointers, statistics to be shared, quotes you will use etc. While delivering your dialogue, make sure you are clear and coherent and are pronouncing words correctly. Don't repeat ideas just be using different sentences otherwise the audience will lose interest. Be specific so that there is no misunderstanding and the audience gets a clear picture of what you are trying to say. Be spontaneous and converse naturally using simple words, not modulating your pitch or trying to force the information onto the audience. Give emphasis on important points, but don't bring too much emotion into your speech as it will draw away the attention of the audience. Always keep your body language and eye contact in check while delivering your piece. In the end, interact with listeners courteously and solve their queries as well as absorb their feedback.

To improve your own public speaking skills, you can watch and learn from exceptional speakers through YouTube, TED Talks (influential videos from

expert speakers, with subtitles in 100+ languages), JOSH Talks (an Indian media platform which hosts content in 10 languages).

So, follow these essential principles to become a good 'Public Speaker':

P – Planning

U – Unambiguous

B – Brief & Concise

L – Logical sequence

I – Ice-breaker

C – Conclusion & Introduction

S – Suitability & style

P – Practice

E – Eye contact & body language

A – Accuracy & Authenticity

K – Knowledge (usefulness)

E – Examples (connecting with audience)

R – Remember to Listen

## **PLANNING**

Planning involves a systematic approach to a project that brings about the desired results. To be a good public speaker, you must plan, organize and revise your material in order to develop an effective speech. Before actually doing the public speaking, planning your speech is one of the most important steps to deliver a successful and engaging presentation. Failing to plan out your presentation, sets you up for potential failure. If there is no clear structure in place, then there is lack of your own understanding on the purpose and message you want to convey. If you approach your audience in an un-planned manner, it will reflect in your dialogue and you risk losing your audience's attention and interest.

A speech or presentation or any other form of public speaking will comprise of many parts viz. an introduction, body of the speech, main

points, sub-points, connectives for connecting the main points of the speech, statistics, stories, examples, factual information for supporting the main ideas of the speech, conclusion etc. Hence, strategically planning how you will structure these parts of your speech and bring them together in a logical sequence is extremely important at the outset.

Decipher the demographics of your audience in advance – their age, education, cultural background etc. Knowing the audiences' needs, expectations, and interests, will help you in preparing your presentation. To connect with your audience and build a bond with them, it helps to know a little bit about the audience before-hand.

Defining your objective and main points and mentally making a note of them, will help you to remember your speech. If you forget certain parts of the speech at the last minute, recall your objective and main points and elaborate on them, as they will help in guiding your speech content and delivery.

Finally, review and refine your speech checking it for clarity, accuracy, relevance, and consistency. Keep practicing your speech in whichever way suits you - alone in front of the mirror or with friends to take their feedback. Remember, don't make the audience do the tedious work, hence, eliminate all unnecessary technical jargon from your presentation and instead replace with easy and simple words which are not a challenge for the audience. Focus on language and delivery when you practice, giving sufficient pauses to make impact and being as comprehensible as possible so as to relate with each member of the audience.

Planning also involves rehearsing your presentation with friends and asking their feedback, anticipating the audiences' questions and framing answers towards them, thinking of examples and stories to corroborate your content, devising a strategy in the event of equipment failure and taking care of anything else which will boost your confidence on the final day.

## **UNAMBIGUOUS**

No matter for whatever purpose you are doing public speaking, be it for the purpose of providing information, persuading the listeners, entertaining the audience etc., the end goal is imparting information to the audience. As a result, being unambiguous in your speech delivery and learning how to speak effectively has become an essential skill in today's world.

Clarity is the heart and soul of public speaking – The speaker needs to be unambiguous not only with the language and dialogue delivery, but also with the information he/she is giving out. Thus clarity in speaking isn't about the presence or absence of an accent, but rather it shows the receptiveness of your message by the audience. To determine if your presentation was well-received by your audience - ask yourself the question - Have you been able to convey what you intended to? Clear, effective communication does the job it is intended for i.e. expression of our thoughts in a convincing manner so that they are easily understood by the audience. When the communication is lucid and straightforward, the audience perceives it as knowledgeable and credible.

Pronunciation is another aspect of clarity in public speaking. Mispronunciations can lead to misunderstandings, confusion, and ineffective communication. Phonetic differences, accents of native languages, inappropriate intonation etc. are the challenges faced by speakers when doing public speaking. Pronunciation is not just about saying words correctly; it's about conveying meaning accurately and comprehensibly. Having a large vocabulary will be rendered unimportant if the speaker does not know how to pronounce those words. Pronouncing words correctly helps in conveying the meaning accurately. Especially if the speaker is a non-native English speaker, and has to do public speaking in English, it can be a challenge for him/her as English pronunciation rules are not always straightforward. The speaker can take assistance from specialized trainers for the same, or alternatively take help of online websites or applications which help in pronunciation.

Pace in speaking, articulation, dialect and tone etc. are all important determinants of clear speech. Clear speech will boost your presentation and the reward for clarity is improved retention rate with your audience.

## **BRIEF & CONCISE**

The importance of brevity and conciseness cannot be understated in public speaking. Brevity means shortness or conciseness of expression. Conciseness means the quality of being short and clear, and expressing what needs to be said without unnecessary words. In the day and age of technology, everyone likes things sweet and short, as is evident from the Twitter (now X) and Instagram fan following. It's important for a speaker to respect his/her audience and understand the importance of the concepts of brevity and conciseness.

Being concise ensures you can convey the essential information within the available time. It also ensures that the key points are effectively communicated before the audiences' attention wanes. The audience remains more invested in the speaker and doesn't lose interest. Communicating concisely and remaining brief, helps to consume less time and gets to the point more quickly. Long speeches can become difficult to sustain and lose their impact. A concise delivery makes the speech more impactful.

The goal is to put across productive and powerful information to your audience. For doing that, a speaker needs a well-structured speech which reflects preparedness and professionalism. You don't want your audience to be eyeing the watch when you are speaking. Hence, it's always better to get your message across in the most effective way but with the least possible use of unnecessary words and examples. Focused and mindful speaking helps the audience get your message quickly and accurately and avoids confusion.

## **LOGICAL SEQUENCE**

A chronologically organized speech pattern organizes its main points following a sequence of events or occurrences according to the time they took place. Analyzing logic means looking at how your ideas fit together to make sense. Structure your communication like an essay - start with an introduction, then explain the main points and present your ideas and lastly conclude by summarizing your key points. This kind of presentation will help you as a speaker to keep your ideas and thoughts organized; at the same time, it will also help your audience in understanding the flow and content of your communication.

Therefore, always create a strategic framework in your head, as to how you will present your information. Then write a rough draft of your presentation or speech so as to check whether you have articulated the events and sequence of events clearly. To create a rough draft reflecting logically sequenced ideas, identify your main objective first, then identify the sub-parts vital to your main objective using logical transitions to connect ideas cohesively, then organize and structure the information so as create a chronological sequence. This sequence you have created could be on the basis of order of importance; on the basis of cause and effect etc. Before speaking, thoroughly study the profile you have created and practice speaking in this logical sequence. For e.g., when explaining a past event, explain the start-point, transition points in between the start

point and the endpoint, and lastly, the endpoint. Ensure that there is a logical progression from one point to the next and illustrate your points with examples, anecdotes, or case studies to make your ideas more relatable and concrete.

While practicing your speech, listen thoroughly to ascertain whether your speech lacks logical reasoning. There could be gaps in thoughts or continuity, which will confuse the audience and will make your communication ineffective. Review your speech to identify where the logical flow seems unclear or disjointed. Understanding the specific instances where logical reasoning is lacking provides a starting point for improvement. If you are unable to identify the problem yourself, take feedback from friends or mentors. Try to analyze each paragraph and determine whether they are flowing in a chronological order.

To analyze the logical sequence of your speech, you can use the Toulmin model. The Toulmin method, developed by philosopher Stephen Toulmin, is essentially a structure for analyzing arguments. The Toulmin model helps to build and analyzing arguments for public speaking. Explore the six major components of the Toulmin model: claim, data, warrant, backing, qualifier, and rebuttal. The claim is your main statement or conclusion. The data is the evidence or facts that support your claim. The warrant is the connection or reasoning that links the data to the claim. The backing is the additional information or authority that strengthens the warrant. The qualifier is the degree of certainty or scope of your claim. The rebuttal is the counter-argument or exception to your claim. By using the Toulmin model, you can identify the strengths and weaknesses of your logic and make adjustments accordingly.

To rectify the problem, organize your thoughts and create a clear outline for your speech. For e.g. in your presentation to your superior on the company's year-end performance, it would be logical to follow an ascending or descending order approach, by giving national results first, followed by regional results and performance results of each city. It would create confusion if you jump from one region to a city and then back to a region. Hence, following a logical sequence order in presentation is important to communicate effectively.

Structure your speech in a clear and coherent way using the PREP Method. PREP (Point, Reason, Example, Point) is a structured method of expression that starts with a conclusion, explains reasons based on data, strengthens the impression with appropriate examples, and ends by reiterating the main point.

## **ICE-BREAKER**

An icebreaker breaks the 'ice' of uncomfortableness between you and your audience. To remove the awkwardness, if any, between the audience and yourself, it is important to connect with them through maybe a humorous anecdote, a fun game or a simple quote which resonates with them. The method you use are termed as ice-breakers, and they are the perfect way to put your audience at ease and begin your presentation. A positive atmosphere is created for your presentation and the ice-breaker not only livens up the audience, but also makes them more participative and interactive with each other and with the speaker.

There are varied ways to decide on an icebreaker for your public speaking. To plan your speech's ice-breaker, the first and foremost thing to do is to understand your audience, as what may work for a particular age or cultural audience may not work for another. You don't want to offend your audience or make them feel awkward, therefore, always make your ice-breaker is inclusive and does not put down any particular type of people.

If it is an informal presentation with a small group of people, you can start by introducing yourself and have conversation with the audience about some common aspect like current events, a sport, hobby or skill. This will make the person feel more at ease and more likely to give you their undivided attention. However, if you need to make a formal presentation to a large group of people then you would be better off using an opening theme or phrase as an ice-breaker. Whichever the kind of public speaking, the aim of the ice-breaker is to make you feel more confident and under control by taking charge of the presentation's rhythm and agenda.

Any audience whatever the age group has very limited attention span. Even if the written or oral communication is a subject of interest, the attention span will dwindle away if the communication does not connect with them fast enough. For example – when you watch a movie, within the first half an hour (or even lesser) you have decided whether you would like to watch the rest of it; similarly, when you read a book, you read the first few pages and put it away if these pages have not captured your attention; when you attend a seminar, the communicative ability of the speaker determine whether you will sit through the presentation of not irrespective of the topic being discussed. Therefore, to grasp the attention span of the audience, make your communication interactive. Let them participate and feel involved. Stimulate your audience in whichever way you are communicating and they will love to listen to you. If it is

non-verbal communication, the beginning and end of your document etc. should be catchy bearing key points which hold a brief vision of the magic which is yet to come – this will capture the imagination of your audience.

## **CONCLUSION & INTRODUCTION**

One of the most essential components of any public speech is having a strong introduction and conclusion. The famous saying goes ‘the first impression is the last impression’, hence, the introduction to your speech is your opportunity to forge a connection with the audience, grab their attention, gain their credibility, introduce your topic, give them an idea about your content and last but not the least, form an admirable opinion about you. On the other hand, the conclusion would give an air of finality to the speech, summarizing your main points, re-emphasizing your view and leaving the audience with something to think about which stays with them long after the speech is over.

Just like how we study a topic or teach a subject to a child, first going through the synopsis of the chapter, then going through the chapter in detail and lastly summarizing the chapter. Similarly, introductions and conclusions to a presentation give it a clearly defined beginning and end and help the audience to understand the speech. Thus, even if the audience inadvertently loses track in the middle of your speech, they will still be connected and follow through, if you have a powerful introduction and conclusion to your content.

A good introduction to your speech will give the audience a reason to listen to the remainder of the speech. Therefore, use an ice-breaker to grab the audiences’ attention (e.g. a relevant quote, story, anecdote, or thought-provoking question), clearly state the topic and its importance to the audience, make the topic relatable to the audience, establish credibility, and preview the main points that will be covered in the body of the speech. Introductions should be the last part of the speech written, as they set expectations and need to match the content.

The body of a good speech includes organization of main points of the speech in a logical sequence with clear transitions between them, sub-points, supporting evidence, examples, and explanations to substantiate the key points, anticipation and addressing of potential counterarguments or objections etc.

Thereafter, an effective conclusion to the speech contains three basic parts: a restatement of the speech’s key message; a review of the main

points discussed within the speech; and a concluding device that helps create a memorable image in audiences' minds such as a powerful quote, a rhetorical question, or a dramatic statement.

The public speaker should remember that the goal throughout the process is to guide the audience through the speech or presentation in a clear, engaging, and persuasive manner, ensuring they understand and retain the key points.

### **SUITABILITY & STYLE**

A speaker's style is simply the unique way in which the information is delivered to the audience. The speaker also has to ensure suitability of the content and style of delivery of the speech. He/she has to decide whether he/she will go ahead with a simple style of communication or a more elaborate one, depending on the formality or informality of the occasion of the speech. Whatever the occasion, the speech should be clear and coherent, to get the message across to the audience. The style of your speech and words to be chosen for dialogue delivery will depend to a large extent on the age appropriateness of your audience. The speaker should mindfully consider not using technical jargon, using rhetorical devices, using the correct tone, language, and style etc. while public speaking before an audience. Therefore, the most fundamental characteristics of your style should be clarity and appropriateness.

A public speaker may adopt various methods to speak to the audience. In the manuscript style of presentation, the speech is read word for word from a paper. In the memorized style of speaking, the speaker recites the speech from memory after memorizing it. In the impromptu style of speaking, the speaker is unprepared and unrehearsed and makes up the speech on the spot, as there is little or no opportunity to prepare. The speaker may use the extemporaneous speech style, wherein, the speech is partly memorized and partly impromptu delivery, and is delivered using notes of key words and phrases to support the speaker.

Natural Communication is more genuine and easier to relate to. Whatever form of verbal communication you need to adopt, remember it is better to have your key points on paper, but your communication will turn boring and unconvincing if you memorize each and every word and vomit it out without any facial expressions and audience connect. Even reading directly from the paper will ensure that your audience doesn't want to listen to you. If you practice, take honest feedback and listen

to constructive criticism – you will definitely become a good natural communicator.

If you are communicating with an audience coming from different cultural backgrounds, it's a good idea to explore and understand the different cultures and languages of the people which will comprise your audience before you intend to communicate with them.

## **PRACTICE**

“I know you've heard it a thousand times before. But it's true – hard work pays off. If you want to be good, you have to practice, practice, practice....” said American author Ray Douglas Bradbury. Practice helps the speaker to identify and eliminate speaking flaws, overcome nervousness and make any necessary adjustments in his/her style.

To become a powerful public speaker, the only way is to practice more and more. This will eventually improve your public speaking skills and confidence to face any type of audience. The public speaker is often most anxious at the beginning of his/her speech, due to unfamiliarity with audience or apprehension of performance. Constantly practicing public speaking can help you develop a natural flow and rhythm in speech delivery and master the nuances of presentation.

You can improve your public speaking skills by reading, listening, or watching speeches or presentations by famous orators and analyzing the content of their speech, dialogue delivery and how they present themselves. You can also practice your own speeches or presentations in front of a mirror, or a friend, and seek feedback and suggestions for improvement. Do this as many times as you need to in order to be familiar with your speech and feel comfortable delivering it. It is a good idea for a speaker to practice voice and breath control. This in turn relaxes the body language and eases the nerves.

As you have been taught since childhood, preparation is key to success. Hence, preparing talking points or key notes, researching your audience and improving your vocabulary constantly are essentials for succeeding as a speaker. Practice should encompass all these aspects. Take public speaking courses and network with other speakers, to sharpen your abilities. Record your speeches and listen to them trying to decipher weaknesses and their possible solutions. Practice is an ongoing process as even the most successful orators resort to practice before delivering their presentations.

By practicing, you help to refine your presentation—the language and tone you will use, as well as the fine points of delivery. Every time you practice, focus on different parts of your speech. Keep an object in the room as a member of audience and practice eye contact when delivering the speech. Focus on your body language and make it as natural as possible. Time yourself and ensure that you adhere to the time limit, if any. Ensure that you don't engage in unconscious, repetitive movements, such as rocking back and forth or fiddling with your hair etc. Be aware of the tone and pitch of your voice and use of voice modulation at appropriate places.

Every time you practice, you may come up with different versions of your speech and end up using different words or phrases. Don't panic as this is natural. With constant practice you will automatically adapt to the version you are most comfortable with and present that on the final day. Constant practice will breed familiarity and reduce your nervousness on the final day.

## **EYE CONTACT & BODY LANGUAGE**

Actions speak louder than words. Your body posture, eye contact and gestures communicate more than your what you are actually saying. Focus on your posture. You cannot come across as clear and confident by adopting a sluggish posture while communicating.

Your entire persona, which includes your personal appearance including clothes, movement and gestures, facial expressions, speed at which you speak, variation in speech tone, your entire personality – gives of an image about you. This is crucial to make an impact when you are public speaking. You may come across as confident and credible or unsure and untrustworthy – depending to a large extent on your persona. A speaker may have none or very limited span of time available for connecting with his/her audience. He/she needs to quickly develop a positive persona to engage and connect with audiences. Thus, the speaker must work upon all aspects of his/her personality to make a lasting impression and an effective speech.

Hence, it is imperative to dress appropriately for the situation. You don't need the latest or most expensive clothes, but they should be comfortable and make you feel confident. What you wear contributes to your presentation. Also, ensure that your personal hygiene is up to the mark, with hair rightly in place. Only when you look presentable you can come across as convincing and people will listen to your presentation with full interest.

The overall movement of the body and specific gestures are integral to a speech. While making your presentation you should not move your hands excessively and general movement of the body should be relaxed and natural. Slumping your shoulders can come across as lacking confidence or feeling dejected, whereas moving fast paced and too often can come across as hyper aggressive or nervous. Too much movement can be distracting and appears to look like nervousness. Fidgeting while speaking, playing with your hair, crossing your arms in front of your chest frequently, constantly staring at a particular thing etc. are a body language public speakers should correct themselves. A common problem most speakers face, is what to do with their hands when delivering their speech. Create a balance between hand movements and keeping them stationary. Don't be artificial, and just go with the flow.

Pay attention to your facial expressions as well. Your face is a window to your personality, hence, ensure that your expressions are organic. With constant rehearsal of your speech, you can keep a tab on your smile or eyes movements and ensure that you don't go over the top in expressing yourself.

Eye contact is a very important connection between the speaker and the audience. The eye contact should be reassuring enough to the audience to feel that the speaker is genuine and is committed to impart useful information to the audience, at the same time, it should be subtle and non-invasive so that the audience don't feel discomfort. Avoid looking at any single individual or in a particular direction all the time. Good eye contact takes practice. The best practice is to be able to scan the audience making each member believe the speaker is speaking to him or her. Making the right eye contact is a powerful tool to show your engagement with your audience, and it can lend credibility to your presentation as well.

## **ACCURACY & AUTHENTICITY**

A public speaker needs to be accurate in order for the audience to trust him and believe in his credibility and professionalism. Accuracy should be maintained in not only your speech delivery but also the content you share with the audience. The use of correct language, vocabulary, grammar, pronunciation and pauses in your speech, convey your intended message clearly.

For the audience to believe the speaker and give him/her their total attention, they need to find him/her sincere. Your presentation should

be relevant, appropriate, and effective for your listeners. Hence, factual accuracy wherein right statistics, figures and data are presented in the most straightforward manner is the correct way to engage the audience. For this the speaker should have a deep understanding of his/her topic and should have done all the possible research on the same. The sources from where the speaker has sourced the data and statistics should be highly reliable, so that the listener can rely on them. The information should not be based on hearsay or sourced from vague internet searches.

Talk to the audience in your natural way with honesty. Don't exaggerate or dramatize your speech to make it sound more impressive. Give the audience something more than what they expect from you - Use facts and statistics to substantiate your point, if the topic permits, regulate your speech with timing, tone shift, pauses, wording, etc., persuading the audience to reflect and opionate on your point of view. Verify the accuracy of your data before using it in your speech, so that you don't present false or misleading information as true. If you are using someone else's story or experience, make sure you have the permission and consent of the people involved and don't reveal personal or sensitive information without their approval.

A public speaker should not make assumptions, generalizations or stereotypes that could be inaccurate or offensive. Be willing to learn from others and invite feedback from your audience and listen to their responses. If you are ill-equipped to answer an audience member's query, acknowledge your uncertainty rather than giving a vague or incorrect answer. It's always better to be safe than sorry.

## **KNOWLEDGE**

The ultimate aim of your presentation should be to be useful. Your public speaking should have imparted some information, understanding of some skill, upgradation of existing awareness, or even a simple boost of motivation to the audience. It should not be the case, that even after listening to your speech, the audience feel none the wiser. After attending your public speaking, the audience should feel that they have some take-away from the experience.

When you share your thoughts through public speaking in whatever way – maybe to educate, influence or entertain others – the bottom-line is that you are giving some form of knowledge to the audience. It is important for the audience to receive some knowledge in return, as that is when you would have achieved your goal of becoming a powerful public speaker

whereby you connect with people and maybe even change their minds about something.

With technology at our disposal, anyone can access data at the click of a button. The internet is flooded with resources on each and every subject which is widely available for everyone. Therefore, it becomes extremely important that the speaker sharpens his axe and excels in his/her craft. If the public speaker can win the audience and make them aware of the credible information he/she is giving them, they will be singled out as beacons of credible information and listeners will feel more inclined to rely on them rather than the faceless internet.

Sharing knowledge through public speaking can help to inspire others, build your own credibility, enlarge your own creativity and knowledge, sharpen your research skills, make you aware of the public's mindset (as you will get insights from the audience's reactions to what you share) and help you to generate new ideas.

## **EXAMPLES**

Examples are important in public speaking because they can help the audience understand the message being presented and support it with evidence. Examples can be specific situations, problems, or stories that illustrate a principle, method, or phenomenon. They can also be used to clarify and complement a main point of a presentation. However, speakers should be careful not to overuse examples, as too many can confuse the audience and distract them from the key points.

Without examples, a speaker is just conversing one-sidedly without knowing if the audience is truly invested in his/her presentation. After explaining some concept with examples, the speaker is able to paint a realistic picture of it in the eyes of the audience, hence, the abstract concept starts looking more concrete. He/she may use real life incidents, stories or infographics like charts, graphs or other visual aids to substantiate the main-parts or sub-parts of the speech. Especially in case of technical topics e.g. economics etc., while explaining some concept or law, the speaker will be able to explain the concept only with the help of examples. Complex topics too need to be broken down and substantiated with examples to let the audience take some understanding out of it.

The speaker should be cautious that the examples serve their purpose so as to function to corroborate the information, rather than substituting the content. Too many examples will disturb the flow of the speech and make

the audience impatient. Examples help the audience understand the key points; they should be to the point and complement the topic.

## **REMEMBER TO LISTEN**

The essence of public speaking lies in the audience truly listening to a speaker, not just hearing him/her. The audience needs to be totally invested in listening to the speaker, because without the audiences' attention and intention to remember, the speaker's speech is merely a roll of information and nothing more.

The speaker needs to learn how to listen to the audience, because it is only then that he/she will be able to deliver a powerful public speaking. A good speaker will then be able to develop content that uses the listening to enhance how their message is perceived, understood, and retained. Listening will enhance the speaker's ability to understand better and make him/her a better communicator. Active listening to feedback from audience, can help the speaker to transform his/her public speaking methods thereby honing the craft.

Remember to listen to the silence. A very important aspect of communication is "Silence". When to remain silent and when to speak is the core element of communication. It can help you to say a lot without actually saying anything. Pauses in your communication while speaking with your audience give them a moment to reflect. These pauses also give the speaker a moment to gather his/her thoughts. A short silence in a heated argument gives each party the time to figure out their mistakes. Similarly, when coaching or imparting training, the trainer can ensure better outcome and absorption of his teaching with the trainee, if he gives breaks in his communication and gives the trainee pauses of time to soak in the information he/she is imparting.

You need to inculcate patience within yourself if you want to use silence as an effective tool within your communication. Used well, the tool of 'silence' can help you connect with the audience and at the same time have a lasting impact on them.

To be a successful public speaker, you first have to be a good listener. Listen carefully to what others have to say and listen even more carefully to what they don't say. If you listen to their silence and interpret it correctly, you will communicate better.



# PROFESSIONAL & WORK OPPORTUNITIES IN TECHNICAL & NON-TECHNICAL AREAS

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## I. PROFESSIONAL OPPORTUNITIES

Traditional Areas – Technical fields like Accounting; Auditing; Direct Taxes; Indirect Taxes

### A. State Non- traditional practice Areas-Part 1

- S1. Real Estate- RERA
- S2. Charitable Laws
- S3. Cooperative Societies
- S4. Labor laws
- S5. Chit funds State laws
- S6. Stamp Duty
- S7. Subsidies schemes of states

### B. National Non-traditional practice areas – part 2

- N8. Presentation before Tribunals - tribunal practice
- N9. MSME sector
- N10. Company law- Oppression and mismanagement, Liquidation etc.
- N11. Consumer and Competition laws
- N12. Disciplinary consultancy to ICAI, ICSI, CMA, Bar Council, Ministries, Government departments- police administration
- N13. Non-Banking Financial Institutions- NBFCS, Nidhi company, Money lenders
- N14. Succession Laws, Hindu laws, family laws

- N15. Recovery mechanism guidance - Insolvency and Bankruptcy, SARFAESI, Criminal Actions etc.
- N16. Opportunities under financial crimes and laws like PMLA, Benami transactions, Black money, Fugitive Offenders Act etc.
- N17. Agriculture and rural development
- N18. SEBI and Capital Market areas
- C. Global Non- traditional practice areas –part 3
  - G19. Environment & Sustainability, ESG reporting, CSR, Social audit, SSE,17 SDG Climate change mitigation - carbon credit
  - G20. Social Media consultancy services- designing, creation of accounts, posting, tagging, sharing
  - G21. Corporate Governance & Independent Director
  - G22. Marketing consultancy-domestic and International
  - G23. Enterprise Risk management
  - G24. Start-ups and E-commerce
  - G25. Global funding
  - G26. International trade - Global import –export services-Marketing
  - G27. Coaching/Teaching - Hard skills and soft skills-time management, emotion management, personality development
  - G28. Intellectual Property Rights Advisory services
  - G29. Cyber security, Digital economy and data protection services
  - G30. Industry specific specialization – Business growth & Development
  - G31. Human Resource Management

- G32. Drafting of business and legal documents
- G33. Finance for non-finance executives
- G34. Virtual legal counsel / CFO / Virtual Entrepreneur
- G35. Outsourcing - accounting - drafting – knowledge
- G36. Mergers and Amalgamation
- G37. Valuation services
- G38. Internal Control measures
- G39. ADR –Arbitration, Mediation
- G40. IFRS and country specific GAAPs, IPSAS
- G41. Forensic services

## II. WORK OPPORTUNITIES

Work Opportunities can be undertaken in various areas – technical, non-technical, vocational etc. ‘Career’ is often used to refer to a profession, occupation, trade or vocation. It refers to a long-term occupation or profession that a person pursues throughout their working life. Though your education in a specific field significantly impacts the type of career you eventually choose, as it provides the necessary knowledge and skills to work in that particular industry or profession; however, it is not imperative to choosing a career of your choice.

There are many famous people who pursued careers significantly different from their field of study:

- Lisa Kudrow (studied biology but became an actress),
- John Legend (studied English but became a musician),
- Rowan Atkinson (electrical engineer who became an actor)
- Shah Rukh Khan (economics graduate, but became an actor)
- Vera Ellen Wang (initially pursued a career in figure skating before becoming an American fashion designer)

- Harsha Bhogle (a B.Tech and M.B.A who became a cricket commentator)

However, whatever field one chooses to pursue, the ultimate purpose of being successful cannot be achieved if there is no aspiration to be valuable. What is the value addition we can make – will determine how successful we will become. What more can we provide? What is our skill set that is unique and cannot be duplicated by anyone? The knowledge, with which we equip our self, will help us acquire that skill set which takes us to the goal of our dream.

## **Work Opportunities – In Technical Areas**

### **1. Commerce**

A career in commerce involves working in fields related to business operations, finance, marketing, and trade. Commerce is the lifeline of an economy. The global business services market is projected to reach USD 1.38 trillion by 2032. The India E-Commerce Market size is estimated to reach USD 350 billion by 2030. According to International Data Corporation (IDC), India's IT & Business Services market is projected to reach US\$ 19.59 billion by the end of 2027. The global Business Services Market size is poised for substantial growth from 2023 to 2032, driven by factors such as the increasing demand for specialized business solutions, advancements in technology, and the need for efficiency and cost savings in a competitive business environment.

You can find work opportunities in various areas of commerce:

- International Trade; Import & Export
- Business Advisory and Planning
- Formation of business organizations
- Entrepreneurship
- Startups
- MSMEs
- E-commerce business

- Marketing
- Trading
- Manufacturing
- Brand Building, Digital Marketing & Social Media Management

## 2. *Management*

A Management career in commerce refers to a professional path within the business world where you focus on planning, organizing, and overseeing various aspects of a company, such as operations, finance, marketing, or human resources, with the goal of achieving organizational goals and maximizing efficiency, often requiring a strong understanding of business principles and financial management learned through a commerce background; examples of management roles in commerce include Sales Manager, Marketing Manager, Human Resources Manager, or Operations Manager. Within management, you can specialize in different areas like sales, marketing, finance, operations, or human resources depending on your interests and skills.

Some common management roles include:

- **Sales Manager:** Overseeing sales teams, developing sales strategies, and achieving sales targets.
- **Marketing Manager:** Creating marketing campaigns, managing brand image, and analyzing market data to drive customer engagement.
- **Operations Manager:** Managing day-to-day operations, optimizing production processes, and ensuring smooth workflow.
- **Human Resources Manager:** Implementing HR policies, recruiting talent, managing employee relations, and ensuring compliance with labor laws.
- **Financial Manager:** Analysing financial data, creating financial reports, managing budgets, and making investment decisions.

- Supply-chain manager: Overseeing the flow of goods from sourcing raw materials to delivering finished products, and being responsible for the company's import, export, and sometimes the manufacture of products.

### 3. *Management Consultancy & Business Growth*

Management consulting is the practice of providing consulting services to organizations to improve their performance or in any way to assist in achieving organizational objectives. The Management consultant and advisor on business growth, plays a pivotal role in helping organizations achieve sustainable success and overcome challenges. She develops and implements business strategy that helps the business grow.

The range of management advisory services includes:

- Strategic Planning & Management
- Financial planning
- Budgeting, Inventory Management, Working Capital Management
- Business policy, corporate planning, organization development, growth and diversification
- Executing growth strategies
- Business structuring
- Raising of Capital
- Operational Efficiency, streamlining processes to enhance efficiency
- Systems analysis and design, and computer related services
- Contract tendering (negotiation) areas of consulting
- Cross border investments
- Market Expansion and identifying new opportunities.
- Personnel recruitment and selection, incentive plans

- Talent Acquisition, fostering innovation and driving business success

#### 4. *Accounting*

According to the Report 'Accounting Services Market Research, 2023-2032' by Allied Market Research, a market research, consulting, and advisory firm - The global accounting services market was valued at \$628.4 billion in 2022, and is projected to reach \$1.5 trillion by 2032, growing at a CAGR of 9.2% from 2023 to 2032. Accounting career will typically involve analyzing, developing and presenting financial reports including tax returns, budgets and others for individuals or businesses. Accountants are needed everywhere to keep records of business and financial transactions in organized way, prepare financial and tax documents and assist in financial decisions.

You can also choose to specialize in a more specific field, such as tax accounting, management accounting or insurance accounting. Most accountants are also finance advisers and assist their clients in analyzing their finances, create and pursue financial goals and recommend and implement strategies in all or organization that has to evaluate or use numbers might hire an accountant to do so professionally, e.g. Insurance industry, banking sector, corporate sector, E-commerce business, taxation, wealth management, education sector.

An accounting job in Government sector could include work in areas of auditor, accounting clerk, general accountant, financial accountant, cost accountant, accounting supervisor, etc. It is a highly prestigious sector with competitive salaries, career progression, and other excellent benefits.

#### 5. *Auditing*

The global market for Auditing Services is projected to reach a size of US\$295 billion by 2028. Auditors are in high demand because audits are important for a business as they provide a sense of credibility to the financial statements and reports of the firm. Firms conduct some audits to identify inefficiencies and make recommendations for improvement, while they conduct others to check for non-compliance or wrongdoing. There are several types of audits that companies can conduct, either internally or through

an external organization, and various other checks in the field of audit which can be made into a career option.

## 6. *Finance*

Financial System of any country consists of financial markets, financial intermediation and financial instruments or financial products. The financial sector is a section of the economy made up of firms and institutions that provide financial services comprising a broad range of industries including banks, investment companies, lenders, finance companies, insurance companies, real estate firms, credit unions, asset managers, stock brokerages etc.

According to the “Financial Services Global Market Report 2023” by ‘Research and Markets, the world’s largest market research store’ the global financial services market is expected to grow to \$33.31trillion in 2026. The market is then expected to grow at a CAGR of 6.3% from 2026 and reach \$45.14 trillion in 2031. India is amongst the fastest growing Fintech markets in the world. Indian Fin-Tech industry’s market size was US\$50 billion in 2021 and is estimated at US\$150 billion by 2025.

Financial services comprise one of the most important and influential sectors of the economy. They provide financial services to people and corporations and make up an essential part of our everyday life. The financial services sector is a primary driver of a country’s economy, as it provides the free flow of capital and liquidity in the marketplace. In recent years, there has been an increasing focus on financial technology (fintech) within the financial services sector, which refers to technology used to augment, streamline, digitize or disrupt traditional financial services.

If you’re analytical, carry exceptional reasoning skills, and are accurate with numbers, then you can be involved in a diverse set of roles and responsibilities ranging from financial analysis and reporting to budget management to evaluation and auditing, tax consulting and business strategies for clients etc. You can work for businesses, the government and individuals and provide expert financial advice and help clients manage their funds.

You can perform various roles in finance function in assisting business organizations to utilize resources effectively, increase their

efficiency and achieving their goals and objectives, through career options in following areas:

- Banking & Non-Banking finance
- Cooperatives
- Investment Banking
- Mergers & Acquisitions
- Foreign collaborations & Joints ventures
- Corporate Finance
- Raising Capital
- Short Term and Long Term finance
- Equity & Debt Finance
- Debt Syndication
- Private Equity & Venture Capital
- Trade Financing
- Investment Trusts
- Foreign Direct Investment
- Foreign Institutional Investors
- Foreign Exchange Services
- Capital Market
- Commodity Market
- Mutual Funds
- Stock Broker
- Portfolio Management
- Financial Due Diligence
- Valuation

- Actuarial science – including financial modeling and risk analysis of property loss, disability, or other probable problems that could impact the company.
- Insurance
- Financial Advisors
- Fintech
- Forex & Treasury Management

The Finance function requires deep understanding of financial statements, accounting principles, and business operations, expertise in financial analysis and risk assessment, knowledge of tax laws and regulations and a variety of other factors, including market knowledge, discipline, and risk management. One can also be Investment Advisers who offer investment advice, perform financial planning, do asset allocation, assist in diversification and managing investment portfolios.

## 7. *Training*

I. Training: Finance managers handle the finance and accounting departments, and non-finance managers are usually more focused on the non-finance processes. However, they may have to make decisions for the growth of the company, and every business decision affects the company's financial position. This is why non-finance managers like sales managers, operations managers, and marketing managers are requested to learn about the finance and accounting subjects to understand the impact of their decisions and accordingly approve or reject suggestions for the progress of the company. Thus, Finance for non-finance people could be an area you can address as a trainer where areas of involvement could be:

- Critical financial accounting and financial management concepts;
- Understanding & analyzing financial statements,
- Financial modeling
- Working Capital Management

- Capital Financing & Budgeting,
- Cost Management
- Management accounting
- Business Accounting & Taxation, GST
- New investment decisions;
- Other business strategies for growth etc.

## 8. *Taxation*

Taxation is an important aspect of the economy and with fast-paced economic reforms and digitalization, it has become a dynamic sector both at the level of organizations as well as at the individual level. Tax is an unavoidable fact of life – it affects every person, company and organization.

Areas of Taxation which can be developed into a career are:

- Tax Planning & Transaction Structuring
- Tax Compliances and all types of Tax Returns
- Representations, Tribunal Appearances
- Regulatory Aspects for High Net-worth Individuals
- Goods and Services Tax (GST), compliances, returns, audit etc.
- Taxation and regulatory compliance of foreign companies setting up base in India
- Double taxation reliefs
- Succession Planning including Formation of Trusts
- International tax structuring
- Tax related issues pertaining to all Non-Residents Indians (NRI's), Overseas Citizen of India (OCI's), Persons of Indian Origin residing overseas (PIO's) and Foreign Citizens Residing in India (Expatriates).
- Global Due-Diligence, Tax Planning & Transaction Structuring
- Acquisitions, Mergers, Joint Ventures, Private Equity Funds, Offshore global holding companies
- Foreign companies setting up base in India
- Foreign Direct Investment
- Foreign Exchange Management Act (FEMA) Compliances

9. ***Information Technology***

With the advent of information technology and technological innovations, new possibilities and transformations have been brought into the field of commerce and finance. The sectors are now on the threshold of transformation with heightened opportunities, avenues for innovation and new dimensions of value creation. Artificial Intelligence and integration of AI in finance is redefining the professional realm of service in the commerce and related sectors.

Key areas for work opportunities in this sector include:

- Data analytics
- Data science
- Cyber security
- Dashboard creation
- Digital forensics
- AI driven tools
- Business Analysis
- Web Development
- Content Writing and Copywriting
- Search Engine Optimization
- Planning, executing, and monitoring IT projects

10. ***Research***

There are ample academic and research opportunities e.g.:

- Credit Research
- Equity Research
- Research & academic writing – Commercial & Economic laws etc.
- Report writing;

- Writing for Publications
- Faculty positions in Academic, Research and Management Institutions, Professional Institutions

#### 11. *Consultancy*

Work opportunities in this area could include:

- Business growth consultancy;
- Business structuring;
- Advisory of form of organization, registration & formation, compliances under law;
- Contract tendering (negotiation) areas of consulting
- Cross border investments
- Non-resident Indians and taxation, FEMA
- Consultancy with respect to a specific industry, sector etc.

#### 12. *Startups*

An entity which works towards innovation, development or improvement of products, processes or services and/or it should be scalable business model with high potential for wealth creation or employment generation; having annual turnover not exceeding INR100 crore for any of the financial years since incorporation/ registration and not having been formed by splitting up or reconstructing an already existing business - is considered as a Start-up up to ten years from the date of its incorporation/ registration. There are various Government Initiatives for the Department for Promotion of Industry and Internal Trade (DPIIT) registered startups. Also there are various nuances of startups - Simplification and handholding, Funding support and incentives and Industry-academia partnership and incubation; State Startup policies, tax incentives, regulatory reforms, schemes etc. A lot of work opportunities are available in formation, advisory, technicalities and fundraising etc.

13. *MSMEs*

The micro small and medium enterprises (MSMEs) sector, with more than 6.33 crore enterprises, is one of the largest employment provider in India. Areas of work opportunities in this field could include:

- Counseling of MSMEs for the rights and benefits available to them.
- Assistance in obtaining credit and finance availability
- Advisory role in formation, Registration, taxation and foreign direct investment
- Registration under MSMED Act 2006; Disclosure Requirement etc.
- Advisory on numerous laws applicable to MSMEs
- Assistance in obtaining several clearances or permissions

1. *Cyber Laws, Data Privacy and AI*

India does not have any exclusive unitary cybersecurity law. The Information Technology (IT) Act, 2000, is the primary law governing the IT industry in India. It covers various aspects of electronic commerce, including digital signatures, cybersecurity, and data protection. India uses the IT Act 2000, a few provisions of the Bharatiya Nyaya Sanhita (BNS) and the Bharatiya Sakshya Adhinyam (BSA), and multiple other sector-specific regulations to promote cyber security standards. The Government also enacted the Digital Personal Data Protection Act, 2023 on 11th August 2023. Data privacy, cyber security and AI are all interwoven with each other. Preserving data privacy in the age of AI is a cause of concern. Cyber security refers to the methods of protecting and preventing, not only data but also networks, software, hardware and devices from illegal access and criminal use.

Guidelines on Cyber Security and Information Technology by sectoral regulators like Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI) and Telecom Regulatory Authority of India (TRAI) have to be complied with. Department of

Telecommunications of the Ministry of Communications also issues directions from time to time which have to be complied with

Thus, there are huge work opportunities available in this area with respect to Consultancy, training; advisory on compliances etc.

## 2. *Financial Outsourcing*

Financial and accounting services outsourcing allows businesses to transfer their financial tasks to third-party organizations to focus more on core aspects of the business. Financial services outsourcing broadly refers to the outsourcing of several finance and accounting functions. This usually includes back-office tasks like: Financial analysis. Managing accounts payable and accounts receivable. This can be undertaken for international and domestic clients

Areas of Involvement in this area can include:

- serving as outsourced finance function (virtual finance office); providing accounting, bookkeeping, auditing, taxation outsourcing services and services related to managing key financial tasks in a business.
- Auditing
- Accounting
- Book keeping
- Taxation
- Payroll accounting
- Management accounting

## 3. *Drafting and Documentation*

Drafting documents can be a valuable career opportunity because it allows professionals to use their skills to work in various sectors like law, business, government, and consulting, offering diverse roles where the ability to clearly and accurately craft written documents is crucial. Work opportunities include:

- Drafting of documents; conveyance, registration, stamping

- Commercial trade agreements etc.
- Documents Frequently drafted include
  - o Documents for Formation of an Entity - Partnership Deed; MOA/ AOA; Trust Deed
  - o Wills
  - o Business Agreements – Arbitration; Joint Venture; Foreign Collaboration; Franchisee; Research & Development; Technology Sharing Agreements
  - o Property Agreements - Transfer Deed; Lease Agreement; Gift Deed of Property; Construction Agreement; Rent Agreement; Sale/ Purchase Agreement; Agreement to Sell; Relinquishment Deed; Mortgage Deed
  - o Power of Attorney
  - o Affidavits
  - o Documents relating to Intellectual Property - Patent and High Technology Agreements; Licensing and Franchise; Consulting and Know-How Agreements; Software Development Agreements
  - o Banking Documents - Bank Guarantee; loan agreements / lease deeds; overdraft agreements
  - o Export/Import documents – Letter of Credit; Agency Agreement; Documents for obtaining EXIM finance
  - o Documents relating to Labour Laws and Service Laws
  - o Documents relating to Insurance
  - o Documents Relating to Private Equity Form of Funding - Business Plan; Term Sheet; Warranties and Indemnities; Disclosure Letter; Shareholders' / Investors' Rights/ Subscription Agreement
  - o Documents relating to Cyber Law

4. *Foreign Trade*

Foreign trade is the exchange of goods and services between countries and India's foreign trade is a significant part of its economy. Work opportunities in this area inter-alia include:

- Advisory with respect to various rules and regulations of foreign trade
- Assistance in fulfilling the regulatory and licensing requirements
- Liaison across related government agencies like Director General of Foreign Trade (DGFT), Reserve Bank of India (RBI) etc.
- Representation and Liaison for Foreign companies/NRIs/OCBs in India, Indian Investments Abroad
- Ensuring preparation of correct documentation required at all stages of export & import

5. *Arbitration*

Arbitration is the process of settling legal disputes privately and confidentially outside the public court system. Work opportunities in this area could include:

- Mediation; conciliation; arbitration; settlement conferences, neutral evaluation; facilitated negotiation; family dispute resolution etc.
- Guidance to clients in the process of undertaking settlement of Disputes at various international arbitration agencies.

6. *Intellectual Property Rights*

Intellectual Property Rights provide means by which an owner or an innovator can protect his innovation etc. from being imitated and safeguard the fruits of his valuable labor and investment. IPRs is a collective term that includes the following independent IP rights which can be collectively used for protecting different aspects of an inventive work: Patents, Trade Marks, Geographical Indication of Goods, Industrial Designs, Copyrights, Integrated Circuit layout design, Plant Variety and Farmers Rights, Biological Diversity,

Undisclosed Information etc. Work opportunities in this area could include:

- Registration of Intellectual property rights (IPRs);
- Documentation,
- Valuation,
- Accounting of IPRs
- Advisory Services on Taxation of IPRs
- Negotiating royalty
- Intellectual property management and audit
- Patent & trademark litigation support

7. *Corporate Social Responsibility & Corporate Governance*

Corporate Governance is about ethical conduct in business and the task of running an organization in a more efficient and transparent manner. Companies are increasingly being evaluated on their environmental impact, social responsibility, and governance practices. Investors and stakeholders demand greater transparency and accountability in these areas, leading to the integration of Environmental, Social and Governance criteria into governance frameworks. In line with global trends, India has started placing greater emphasis on Environmental, Social, and Governance (ESG) factors. Regulators in India mandate reporting and disclosures to enhance transparency and accountability regarding corporate governance, sustainability practices and their impact on stakeholders. Work opportunities in this area could include:

- CSR Consultants to companies;
- Advisories on companies CSR programs,
- Corporate Governance Frameworks,
- Internal Controls
- Disclosure Requirements - BRSR reporting
- Vigil Mechanism

8. *Independent directors on Boards of companies*

Independent Directors are the vital organ of the company's corporate governance structure. They are not executive directors interested in the day-to-day management of the company's affairs, rather their role is independent as the name suggests. They are expected to have impartial and objective judgment for the proper functioning of the company and they bring accountability and credibility to the Board processes. The Report of the Expert Committee on Company Law, of the Ministry of Corporate Affairs stated that the Committee was of the view that given the responsibility of the Board to balance various interests, the presence of Independent directors on the Board of a Company would improve corporate governance. Thus, the provisions related to Independent directors came into the Companies Act and have been specifically defined under Chapter XI of the Companies Act, 2013.

9. *Nominee directors for foreign companies setting up offices in India*

Every company in India is established under the Companies Act, 2013. The Board of Directors manages the company. The Board of a company can comprise Indian residents and foreign nationals. However, an Indian company must have at least one director who is an Indian citizen. The Board cannot contain only foreign directors. Foreign companies setting up offices in India can appoint an Indian as their nominee director.

10. *Investment Advisors*

Professionals often have a deep understanding of financial statements, accounting principles, and business operations, which can give them an advantage in analyzing companies for stock market investing. Their expertise in financial analysis and risk assessment allows them to make informed investment decisions. Additionally, their knowledge of tax laws and regulations can help them identify tax-efficient investment strategies. However, success in the stock market also depends on a variety of other factors, including market knowledge, discipline, and risk management. Work opportunities in this area include giving Investment advice, Financial planning, Asset allocation, diversification, Managing investment portfolios etc.

11. *REAL ESTATE*

Real Estate sector is a large, huge diversified sector, with many verticals such as land, design/construction, development, investment, lending etc. Real estate laws are the rules and regulations that regulate every aspect of a real estate property transaction. Intricate requirements are involved in every real estate transaction be it acquisition, selling, transfer, or foreclosure of a property. Real estate laws are in place to safeguard the rights in the property owned or purchased or sold. Work opportunities in this area include:

- Advisory
- Documentation
- Legal contracts and agreements;
- Dispute resolutions related to real estate property distribution or possession;
- Assistance & consultancy on Buying, selling, acquisition, leasing, and disposition of different types of real estate properties.
- Taxation issues concerning real estate;
- Compliance with all laws

12. *Competition law & Consumer protection*

The Competition Act, 2002 regulates and maintains competition in the market through its provisions proscribing anti-competitive agreements' and abuse of dominance. Under the Competition Act, the Competition Commission of India ('CCI') is the adjudicatory body for issues relating to competition. The Consumer Protection Act, 2019 (CPA) seeks to protect the interests of the consumers against unfair trade practices, deficiency of services, information asymmetry etc. Under the CPA, the District Forum, the State Commission and the National Consumer Disputes Redressal Commission (NCDRC) are empowered to deal with issues affecting consumers. Work opportunities in this area include Advisory and Consultancy Services to enterprises; Drafting of anti-competitive agreements; Advisory to consumers and procedures of filing complaints etc.

13. *Fraud Detection*

Professionals are trained to detect signs of fraud, whether it's misappropriation of funds, financial statement manipulation, or embezzlement. Their analytical skills and attention to detail enable them to uncover discrepancies that might otherwise go unnoticed. Forensic accounting is a specialized field of accountancy which investigates scams and frauds and analyze financial information to be used in legal proceedings in the court. Work opportunities in this area can include:

- Money laundering;
- Asset misappropriation
- financial data analysis,
- Insurance claims
- White collar crime
- Perform due diligence,
- Forensic audit
- Assistance in professional negligence claims

14. *Income Tax & GST filings – Annual filings of individuals and companies etc.*

Navigating the intricate landscape of Income taxation and Goods and Services Tax (GST) in India requires meticulous attention to detail and a profound understanding of the regulatory framework. Thus, the field of taxation calculations, preparations and filing is always in demand.

15. *Compliances with Specific Legislations*

Advisory and consultancy with respect to the areas of Specific Acts such as Provident Fund/Employee State Insurance/Pension/Luxury Tax/Entertainment Tax/ Stamp duty laws/ Prevention of Sexual Harassment etc.

## **Work Opportunities – In Non-Technical Areas**

### **29. *Content Writing***

Content writing jobs offer a diverse and rewarding career path for individuals with a passion for writing and a knack for crafting compelling, informative, and engaging content. These roles involve creating content for various mediums e.g. blogs, magazines, websites, newspapers, ghost writing, technical writing etc.

### **30. *Social Media Consultancy***

One can work as Social media consultant individually or freelance with firms who work with clients to improve upon, optimize and grow their social media presence. It is a lucrative field for one who stays updated on digital trends, has strong analytical skills, and is passionate about creating engaging content strategies; it offers a dynamic field with high demand, diverse clientele, and the potential for good earning potential, but it also requires adaptability to the ever-changing social media landscape.

### **31. *Coaching/Teaching***

Teaching & Coaching is a noble profession as teachers play a critical role in shaping the future of society as they have the ability to inspire and guide their students. To start a career in teaching you must be very passionate about it. It can be done both online and offline. Options can be considered in the following areas:

- Teaching students at primary, secondary or professional level.
- Coaching students at various levels of professional courses like CA, CS, CMA etc. i.e. Foundation, Intermediate, Final, by teaching at a coaching institute or setting up your own
- Preparing students for various Entrance exams
- Institutional Teaching i.e. as faculty in colleges, management institutes and Government Institutions
- Soft Skills Teaching i.e. inter-personal skills like communication skills; anger management skill; team management skills; general etiquette; negotiation skills; problem solving skills etc.

- Trainer and Development e.g. offering guidance, holding workshops, setting up a classroom training facility to coach in this area, by offering soft skills & personal development training camps at various corporate offices & institutes, creating online courses and hosting classes through various platforms etc.
- Executive Coach for leaders and managers
- Mentor, coach and emotional intelligence trainers & design and deliver workshops focused on developing emotional intelligence skills in individuals and groups.
- You-tube teaching i.e. creating your own course and imparting through you-tube lectures
- Curriculum writing
- Creating courses
- Human resources
- Social work
- Content writing
- Authoring books
- Publishing
- Counselling

32. *Areas of Interest/Passion*

Interest/passion in any area like Numerology, Astrology, Languages, Psychology, Reiki, any subject etc. can be developed into work from home opportunity; consultancy, teaching

- Numerology - the branch of knowledge that deals with the mystical significance of numbers.
- Astrology - the study of the movements and relative positions of celestial bodies interpreted as having an influence on human affairs and the natural world.
- Reiki - Reiki is a pseudoscientific form of energy healing

- Learning Indian Regional languages
- Learning International languages
- Subjects – Psychology etc.

33. *You-tube content creator & influencers*

YouTube content creators and influencers create and share content that can be entertaining, educational, or captivating. They can also promote products and services. Many famous you-tube channels of Women Influencers are there focused on different topics.

34. *Life Coach/ Mentor*

Life coaches provide accountability, guidance, and a structured approach to achieving personal growth and professional goals. A life coach helps people achieve their goals by improving their skills, developing strategies, and overcoming obstacles. Life coaches can help with a variety of areas, including careers, relationships, health, and well-being. The power of mentorship lies in identifying and showing a mentee his/her potential for greatness that lies within each and every one of us. Each and every person who has achieved something in life, should share their skill, knowledge and expertise and consider becoming a mentor in their field, for there is always someone who can benefit from your knowledge and guidance.

35. *Career Counsellor*

Career Counselling entails helping people identify their strengths, interests, and career goals, leading to greater career satisfaction, informed decision-making, and a clearer path towards professional development; this includes assisting with resume writing, interview preparation, and navigating career transitions while providing valuable support and guidance throughout the process.

Due to multiple career options, students, as well as parents, are confused and they look for professional advice. Career guidance business needs proper marketing planning; you can arrange the seminar in schools and colleges on career guidance and approach the students to take full career guidance from your service.

36. *Interior Designer*

While a formal education in interior design is often preferred, it is possible to pursue a career in interior design without a degree by gaining practical experience through internships, building a strong portfolio, mastering design software, developing a keen eye for aesthetics, and actively networking with industry professionals; however, this path may be more challenging and could limit opportunities for certain high-level positions depending on your location and desired career trajectory.

37. *Art Collector*

Art collector business takes a lot of time, patience and passion; if you have good eyes for art then you can start the art collecting business, many of art students are happy to sell their arts and there are many buyers who are ready to buy the art at any price.

38. *Handmade Jewellery (Small business for women)*

A handmade jewelry business is an excellent small business option for women in India who want to work from home because it allows them to leverage their creative skills, work flexible hours, utilize readily available local materials, and tap into a growing market for unique, handcrafted pieces, all while operating from the comfort of their own home.

39. *Cloth Boutique*

If you are the person who is good with clothes designing and knowledge of sewing techniques, then you can start the cloth boutique where you can sell your owned design of cloths. While starting such a business you need to be in tune with the fashion trend, additionally, you can sell your product on shipping sites such as Amazon, Flipkart etc.

40. *Hobby Classes*

If you are good at something and plan to turn your skills into a career, then the hobby classes are the perfect option for you. Parents want their children to be perfect in other curricular activities like drawing, singing, dancing, cooking, etc. In day to day, busy life parents are not able to teach the children so they can easily look for the classes where their children can learn the things and this

will give birth to hobby classes, which you can even start from the comfort of your home.

41. *Tiffin/Meal Service*

Nowadays People are aware of their health and they try to avoid junk food, therefore, the demand for the workplace Tiffin delivery is increasing. You can start the meal service business from your home kitchen by preparing a fresh and delicious homemade meal, and delivering to people. The meal service business growth depends not only on your food quality, but also on the delivery service.

42. *Event and Project Planning; Wedding Planner*

People hold parties and events for various reasons such as birthday, marriage, success celebration party, you can offer them services at an affordable price and manage all the events for them. Event management includes a selection of venue in the budget, decoration of the venue, conducting games and entertaining activities, dance and music, mascot appearance, buying and packing return gifts, etc. event and project planning is one of the best small business ideas which a person can start even from home. If you have strong organizational skills, communicative, pay attention to the little details, and love weddings, then you could also do wedding planning.

43. *Yoga Trainer*

Nowadays most everyone is aware of the health and conscious about their fitness but all of them.

You can learn yoga at any certified yoga training centre, and after qualifying as a yoga instructor or yoga trainer, you can start teaching yoga, both online and offline. Many people prefer to learn from the comfort of their home as they don't have time to go outdoors for fitness activities or dislike fitness activities like gym and sports.

44. *Beautician Service*

Running a beauty parlour is a profitable business opportunity for women. To start the beauty parlour you need the required skills as well as space and equipment. You can learn the beautician skills

by taking the admission in the well-certified beauty parlour training centre or through online training. If investment is a constraint, you can begin the business even from home.

45. *Travel Planner*

Travel planning involves working directly with clients to design and book their dream vacations, considering their budget, interests, and desired destinations, by arranging accommodations, transportation, activities, and other travel details to create a personalized itinerary; essentially acting as a dedicated travel expert to guide clients through the planning process.

46. *Music/Dance Instructor*

You can teach dance or start a dance studio. The business idea involves providing a space for people to learn and practice various dance styles, such as ballet, jazz, hip-hop, and salsa. To start this business, you will need a space to hold classes, essential equipment, and instructors. Similarly, you can teach music or start a small music academy. One way to do this is to build a website, showcasing your talents in these areas. As a performer, you may wish to highlight particular performances or record videos of yourself.

47. *Cooking*

Cooking is a very handy skill to start a business with. There are home-made food business ideas for ladies who love to cook, such as starting a You-tube recipe channel and earn money from and revenue or collaboration and sponsorship with advertisers.

If you love cooking, starting a small business could involve offering services like catering, personal chef services, meal prep delivery, running a food truck, hosting cooking classes, selling baked goods, or even starting a food blog, depending on your skills and desired level of involvement in the kitchen.

48. *Day Care & pre-schooling*

Starting a daycare service from home can be a great small business option for women, as it allows them to leverage their childcare skills while working flexible hours from the comfort of their own space, making it particularly suitable for mothers looking

to balance family life with entrepreneurship. Setting up a preschool or daycare requires licensing, a suitable facility, and a structured curriculum.

49. *Virtual Assistant*

A virtual assistant is a self-employed professional who works remotely to provide administrative or technical support to companies and individuals. It can be a good career option for people who want to work from home. The virtual assistant provides administrative support to businesses and entrepreneurs remotely. It helps clients manage tasks efficiently and focus on core activities. Skills in office software, communication, and organization are an advantage.

50. *Health and Wellness Coaching*

Health and wellness coaching guides on improving overall well-being through lifestyle changes and goal setting. It helps clients achieve their health objectives and maintain a balanced life. Skills in coaching, nutrition, and motivational techniques are an advantage. One can start, by obtaining relevant certifications and marketing their services.



# BECOMING AN ENTREPRENEUR & SMALL BUSINESS IDEAS

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Entrepreneurship is the pursuit of starting, managing, and scaling a business. It is the ability and readiness to develop, organize and run a business enterprise. Some definite characteristics that make an entrepreneur successful are ability to take risks, visionary and leadership quality, thinking out-of-the-box, problem-solving mindset, flexible and open to changes etc.

Entrepreneurship implies being your own boss, taking own independent decisions and dealing with sudden challenges. Thus, becoming a successful female entrepreneur requires a combination of hard work, dedication, and strategic planning.

## **Entrepreneurial Mindset**

The word “entrepreneur” originates from a thirteenth-century French verb, *entreprendre*, meaning “to do something” or “to undertake.” By the sixteenth century, the noun form, *entrepreneur*, was being used to refer to someone who undertakes a business venture.

Entrepreneurial mindset is a way of thinking that enables us to overcome challenges, be decisive, and accept responsibility for our outcomes. It is a constant need to improve our skills, learn from our mistakes, and take continuous action on our ideas.

Anyone willing to do the work can develop an entrepreneurial mindset. An entrepreneurial mindset is a set of beliefs, thought processes, and ways of viewing the world that drives entrepreneurial behavior. Typically, entrepreneurs firmly believe it’s possible to improve their life situation and live life on their own terms. They also believe in their ability to learn, grow, adapt, and succeed. The mindset of successful entrepreneurs is different from the mindset of traditional workers in many ways.

As the founder of Ford Motor Company, Henry Ford once said, *“Whether you think you can or think you can’t – you’re right.”*

## **Develop an entrepreneurial mindset**

Anyone can learn how to act like an entrepreneur, build the habits, and learn some business hacks to fearlessly create a business or start a side

hustle. We can work towards starting a business and earning passive income without quitting your job, without knowing how to code, and without a million-dollar idea.

But..... The biggest killer of the entrepreneurial mindset is not what you would expect. It's not failure, the economy, or bad ideas.

It's doubt – in ourselves, our surroundings, and our abilities.

Self-doubt kills many dreams, long before any external factors can come into play.

Learn to develop the entrepreneurial mindset. Most people are afraid to start pursuing their dreams. Or if they do start, they turn back at the first signs of struggle, convinced they don't have what it takes. This is why, being an entrepreneur starts with that feeling inside us – that entrepreneurial spirit we need to nourish and hone.

Whether we are an employee looking to level up our career, a 9-to-5 worker exploring how to become a freelancer, or become a founder and CEO of our own company– when we master the entrepreneur mindset, we will begin to accomplish more goals than we ever imagined.

### **Most Important Ingredient of Entrepreneurship - Unconventional Thinking**

Unconventional thinking is the catalyst for Entrepreneurship, transforming ordinary ideas into extraordinary breakthroughs. It gives unparalleled potential for significant success as it emboldens the entrepreneur to go beyond her comfort zone, challenge traditional norms and embrace innovative approaches.

The World is moving at jet speed and you have to do the same to keep up. Opportunity does not come knocking on doors anymore, you have to get up from your seat and go searching for it. The good sense to recognize an opportunity when you see one can only be done by the power of lateral thinking as opposed to logical thinking.

*Most complex situations do have a solution. It is only that we don't Attempt to think.*

How can you think of things that no-one else thinks of? The answer is by deliberately taking a different approach to the issue from everyone else. There are dominant ideas in every field. The brilliant thinker purposefully

challenges those dominant ideas in order to think innovatively. Such innovative thinking can help us devise creative and imaginative solutions to problems and help us spot opportunities that we might otherwise miss.

The term “out-of-the-box thinking” came from solutions to the so-called “nine dot problem” -- where there are three rows of three dots and the problem is to connect all the dots with just four lines. The solution lies in drawing a line that goes outside the imaginary “box” formed by those nine dots. “Thinking out of the box” has come to mean thinking of a solution that is somehow outside of what you already know and do, coming up with something wholly new.

Thinking out of the box requires an increase in imagination. We need to question ourselves why things are the way they are. One should not be bogged down by rules and instead ask what the actual problem is and then find ways to solve it. This is the kind of thinking required to become an Entrepreneur.

If an entrepreneur has neither thought of these questions nor searched for answers to these questions, there is a high probability that he/she doesn't have a strategy for success. Businesses with a clear and a solid strategy are destined to win.

One of the main obstacles to thinking big is the inability to outgrow our environment and this results in inability to create businesses that go beyond the confines of their reality or environment. In other words, the environment in which we operate restricts our thinking to the point that the business suffers limited growth or even death.

Many entrepreneurs lack the motivation to pursue big ideas. This mentality is prevalent among entrepreneurs who have had some level of monetary success in business that diminishes their willingness to pursue bigger ideas. The entrepreneurs remain in their comfort zone or have become accustomed to going for low-hanging fruit. It could also be that, these entrepreneurs could simply be overwhelmed with running their own business and don't have the bandwidth to do anything else. For overcoming lack of motivation, entrepreneurs should find an individual or team to hold them accountable for pursuing their big idea, step by step.

Several entrepreneurs lack the self-confidence to think big. They don't see themselves running a large organization, or they are frozen by the enormity of their idea. They may ask themselves, where do I start? How will I build a team capable of pulling this off? Where will I get the start-up

capital for such a huge idea? To boost your self-confidence, devise and take small steps that start you working on your idea. For example, do some basic research about your idea or write down your ideas. These small wins will add up to increase your confidence and to propel you forward.

An Entrepreneur may often lack the diversity and expertise required to think and eventually to execute in a big way. To jump this hurdle, one must establish a diverse network of individuals who think big and understand what it takes to arrive at that level. Likewise, they can help you to vet and improve your idea.

**50 Small business ideas:**

1. Affiliate Marketing
2. Bakery
3. Blogging
4. Book keeping
5. Catering
6. Clothing boutique
7. Coffee shop
8. Content creation
9. Cooking classes
10. Custom-made gift boxes creator
11. Custom-made party food supply
12. Dance studio
13. Data Entry
14. Day care business
15. Digital marketing
16. Elderly care
17. Event planning

18. Fast food corner
19. Freelancing
20. Ghost Writing
21. Graphic Design
22. Handicraft Business
23. Home décor
24. Home delivery
25. Home stay Business
26. Home-made tiffin business
27. Interior Designer
28. Make-up Artist
29. Menu planning for events
30. Motivational Life coach
31. Music studio
32. Non-profit work
33. Online tutorial
34. Pet grooming
35. Photography
36. Product reviewer
37. Proofreading
38. Remote Accounting
39. Resume Writer
40. Salon
41. Social Media Management
42. Translator

43. Travel planner
44. Tutor
45. Virtual Assistant
46. Web design
47. Web developer
48. Wedding Planner
49. Yoga classes
50. You-tube Influencer



# SETTING UP ENTERPRISES & PUBLIC PROCUREMENT

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A business organization is formed and administered by laws or principles in order to engage in business and other allowed activities. There can be a variety of business entities in India:

- Sole Proprietorship
- Partnership Firm
- Limited Liability Partnership
- One Person Company
- Small company
- Public Limited Company
- Private Limited Company
- Unlimited Company
- Joint ventures
- Branch Office of foreign company
- Subsidiary of Foreign company
- Non-Government Organization (NGO)
- Cooperatives
- Dormant company
- Public sector undertaking (PSU)
- Trusts
- MSME Enterprise by virtue of classification and registration as such
- Startup Enterprise by virtue of recognition and registration as such

With India's growing economy and the diversity of the MSME sector, the Government had set out two major initiatives to facilitate innovation and investment in India and serve as a pathway to progress for MSME sector.

### *Startup India, Standup India Initiative*

To nurture innovation, boost economic growth and create employment opportunities, on 16th January, 2016, the Government of India launched the 'Start-up India' initiative. A start-up is a newly established small business. Vide the notification G.S.R. 127 (E) dated 19th February 2019 issued by DPIIT, the following is the eligibility criteria for an entity to be considered as a Start-up:

The entity should be incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India and-

- (i) an entity is considered as a Start-up up to ten years from the date of its incorporation/ registration;
- (ii) the entity has an annual turnover not exceeding INR100 crore for any of the financial years since incorporation/registration;
- (iii) the Entity should not have been formed by splitting up or reconstructing an already existing business; and
- (iv) it should work towards development or improvement of a product, process or service and/or have scalable business model with high potential for creation of wealth & employment. Earlier, the criteria for period was seven years and turnover was twenty-five crore rupees.

Recognition as a 'Start-up' by The Department for Promotion of Industry and Internal Trade (DPIIT), ensures a number of benefits to the business.

### *Make in India Initiative*

'Make in India' initiative was launched by the Government of India on 25 September 2014 to encourage companies to manufacture their products in India and also increase their investment. As per the current policy, 100% Foreign Direct Investment (FDI) is permitted in most 25 sectors covered under this initiative.

The 'make in India' initiative looks to provide an opportunity to MSME sector to enhance their infrastructure by facilitating investment in this

sector. The Foreign Direct Investment (FDI) in MSMEs is subject to the sectoral caps, entry routes and other relevant sectoral regulations.

### **Difference Between MSME and Startup Enterprise**

Business enterprises may differ from one another on the basis of their business model, growth trajectory, and focus. Most entities evolve from micro to small to medium and to large entities. Thus, at any point in time there is a distribution of these entities across the spectrum.

An enterprise may register as a Startup or a Micro, Small, and Medium Enterprise (MSME) with the Government (provided it satisfies the conditions for registration), depending upon its growth aspirations and strategies. Though registration of an enterprise as a Startup or MSME is not compulsory, however, registration as such will make it possible for it to avail of incentives, exemption and development schemes of the Government panned out for such kind of enterprises.

The terms “Startups” and “MSMEs” are often used interchangeably. However, while startups and MSMEs contribute significantly to the Indian economy, they possess distinct characteristics that set them apart viz. growth aspirations, risk appetite, funding models, innovation strategies, and regulatory environments.

### **Establishing a MSME**

Any enterprises, whether proprietorship, Hindu undivided family, association of persons, co-operative society, partnership firm, company or undertaking, by whatever name called may be classified as micro, small or medium enterprise on the basis of its investment in plant and machinery or equipment and on basis of turnover. Therefore, firstly the enterprise must start a business by choosing a type of business entity it wants to set up as. The different type of legal entities which can be chosen to conduct business are - Sole Proprietorship, One Person Company, Partnership Firm, Limited Liability Partnership, Private Limited Company and Public Limited Company. The choice of the business entity is dependent on various factors such as taxation, owner liability, compliance burden, and investment and funding and exit strategy.

**An Enterprise** under section 2(e) of the MSME Act 2006, means an industrial undertaking or a business concern or any other establishment, by whatever name called, engaged in the manufacture or production of goods, in any manner, pertaining to any industry specified in the First

Schedule to the Industries (Development and Regulation) Act, 1951 or engaged in providing or rendering of any service or services.

Thus, Manufacturing Enterprises and Enterprises rendering Services can be classified as Micro, Small or Medium Enterprise on the basis of its investment in plant and machinery or equipment and on the basis of its turnover, as follows:

### **Classification of Enterprises**

Vide Ministry of Micro, Small and Medium Enterprises (MoMSME) Notification No. S.O.2119(E) dated 26th June 2020 (Revised Classification applicable w.e.f 1st July 2020), An enterprise shall be classified as a micro, small or medium enterprise on the basis of the following criteria, namely: --

- (i) a micro enterprise, where the investment in plant and machinery or equipment does not exceed 1 crore rupees and turnover does not exceed 5 crore rupees;
- (ii) a small enterprise, where the investment in plant and machinery or equipment does not exceed 10 crore rupees and turnover does not exceed 50 crore rupees; and
- (iii) a medium enterprise, where the investment in plant and machinery or equipment does not exceed 50 crore rupees and turnover does not exceed 250 crore rupees.

In the Union Budget 2025, the Government of India announced a significant revision to the MSME classification criteria. Specifically, investment limits have been increased by 2.5 times, and turnover limits have been doubled.

### **The main steps involved in setting up a Micro, Small & Medium Enterprise are as below:**

#### *Project Selection*

Conceptualizing the MSME with respect to selection of product to be manufactured/ service to be provided and process technology to be decided. The location of the project keeping in mind availability of raw material and locational advantages or disadvantages is of utmost importance.

### *Technology and Machinery*

Technology and Machinery needs to be selected. One of the major deficiencies in the case of micro, small and medium enterprises is the prevalence of outdated production and management methods due to non-availability of funds, hindering the efficient operation of micro, small and medium-scale units. However, the Ministry of MSME provides facilities for technology up-gradation, modernization, quality improvement and infrastructure to MSMEs. To provide right stimulus to the growth of industry in the country – particularly to micro, small and medium enterprises, Ministry has established Technology Centers across India. These were earlier known as Tool Rooms and Technology Development Centers.

### *Arranging Finance*

No business can function without finance. MSME could require the following types of finance - Long and medium term loans; Short term or working capital requirements; Risk Capital; Seed Capital/ Marginal Money; Bridge loans etc. Financial assistance in India for MSME units is available from a variety of institutions. The important ones are:

- (i) Commercial/Regional Rural/Co-operative Banks.
- (ii) SIDBI: Small Industries Development Bank of India (refinance and direct lending)
- (iii) SFCs/SIDCs: State Financial Corporations (e.g. Delhi Financial Corporation)/State Industrial Development Corporations.

For loans from financial institutions and commercial banks a formal application needs to be made. The details of documentation that need to be provided with the loan application are indicated below:

- Documentation for Loan Application
- Balance Sheet and Profit Loss Statement for last three consecutive years of firms owned by promoters
- Income Tax Assessment Certificates of Partners/Directors
- Proof of Possession of Land/Building
- Architect's estimate for construction cost

- Partnership deed/Memorandum and Articles of Associations of Company
- Project Report
- Budgetary Quotations of Plant and Machinery

A sanction or rejection letter is issued by bank after its assessment of the application. After receiving a sanction letter, applicants need to indicate in writing their acceptance of terms and conditions laid down by Financial Institutions/Banks.

Subsequently, loan is disbursed according to the phased implementation of the project. In today's environment there are other choices apart from commercial banks and Government owned financial institutions. These options include venture capital funds and non-government finance companies.

### *Udyam Registration*

Any person who intends to establish a micro, small or medium enterprise may file Udyam Registration online in the Udyam Registration portal, based on self-declaration with no requirement to upload documents, papers, certificates or proof. On registration, an enterprise (referred to as "Udyam" in the Udyam Registration portal) will be assigned a permanent identity number to be known as "Udyam Registration Number". An e-certificate, namely, "Udyam Registration Certificate" shall be issued on completion of the registration process. A GST number is not mandatory for MSME registration unless the business has an annual turnover above ₹ 40 lakhs.

To register an MSME unit:

- Go to the Udyam Registration Portal
- If you're a new entrepreneur, click the option "For New Entrepreneurs who are not Registered yet as MSME or those with EM-II"
- Enter your Aadhaar number and name
- Click "Validate and Generate OTP"
- Enter the OTP you receive on your registered mobile number

- Enter the type of organization and PAN number

You can download your MSME certificate by:

- Going to the Udyam registration portal
- Clicking “Print Udyam Certificate”
- Entering your Udyam application number and registered mobile number or email address
- Entering the OTP you receive

### Approvals and Clearances

An entrepreneur has to obtain several clearances or permissions depending upon the nature of his unit and products manufactured.

- Product Specific Clearances
- Environment & Pollution Related Clearances
- Regulatory or Taxation Clearances

### Furnishing Information related to Enterprise

For facilitating the promotion and development and enhancing the competitiveness of MSMEs, the Ministry of MSME vide Gazette Notification No. 750(E) dated 29.07.2016 had notified the MSME Development (Furnishing of information) Rules, 2016 under which all MSMEs are to furnish information relating to their enterprises online to the Central Government in the data bank maintained by it at [www.msmedatabank.in](http://www.msmedatabank.in). This data bank will enable the Ministry to streamline and monitor the schemes and pass on the benefits directly to MSMEs. It will also provide the real-time information about the status of MSMEs under various parameters. Data Bank is helpful to MSME units, who can now update their enterprise information as and when required without visiting any government office and also update information about their products/ services, which can be accessed by government departments to do procurement under Public Procurement Policy of Government of India.

### Compliances and Disclosure Requirements

MSME has to adhere to various regulations, laws, and guidelines set by the government as well as ensure compliances with respect to the

legislative framework governing the type of enterprise it is incorporated as. MSMEs also need to comply with numerous statutory, tax, and regulatory requirements to ensure smooth operations and avoid legal issues:

- Tax Compliance, GST Registration and Filing, Income Tax Return (ITR), Advance Tax Payments
- Regulatory Compliance depending on type of business entity e.g. Companies Act 2013 annual filings, board meetings, and financial statements, Shops & Establishment Act Factories Act (if applicable) etc.
- Statutory Compliance, compliance with health, safety, labor laws,
- Contribution to Employees' State Insurance (ESI) and Provident Fund (PF)
- Disclosures required under various applicable legislations

The MSMED Act 2006 requires certain additional information to be furnished in the Annual Accounts of enterprises, which are subjected to an audit under any law for the time being in force and who are buyers of goods or services from micro or small enterprises. The disclosure requirements in Section 22 of the Act requires any buyer, whose annual accounts are audited under any law for the time being in force, to furnish additional information in his annual statement of accounts. The Act strengthens provisions relating to delayed payments to SME's by specifying a maximum credit period and higher penal interest if delayed beyond that period. Further, Section 32 of the Act repeals the provisions of 'Interest on Delayed payments to Small Scale and Ancillary Industrial Undertakings Act, 1993' that was applicable to some of the enterprises covered under this Act.

### **Public Procurement from MSME &GeM PLATFORM**

To provide marketing support to Micro and Small Enterprises (MSEs), Ministry of MSME has notified the Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 under the MSMED Act, 2006 which is effective from 1st April, 2012 and has become mandatory w.e.f. 1st April, 2015. India had launched "Support and Outreach Programme" for MSME sector on 2nd November, 2018, and had announced 12 key initiatives, which would help in the growth and expansion of MSMEs across the Country. One of the above mentioned announcements inter-

alia pertained to Public Procurement Policy, making it mandatory for public sector companies to procure 25%, instead of 20% of their total purchases, from MSEs including a special provision of 3% procurement for women entrepreneurs.

In pursuance of the said announcements, Public Procurement Policy for MSEs Order, 2012 was amended vide Gazette Notification No. S.O. 5670(E) dated 9th November, 2018. The amended Policy mandates 25% annual procurement from MSEs by Central Ministries/ Departments/ Central Public Sector Enterprises (CPSEs), which also includes 3% procurement from MSEs owned by women entrepreneurs.

An amendment in the 'Public Procurement Policy for MSEs Order, 2012' was notified vide Gazette Notification No. S.O. 5745(E) dated 08.12.2022 to "Consider the requests of the Central Ministries/Departments/PSUs for exemption, on a case to case basis, from procuring certain items from the reserved list for MSEs through open tendering".

The Ministry of MSME had launched "MSME-SAMBANDH Portal" on 8th December, 2017, which helps in monitoring the procurement by Central Government Ministries, Departments and CPSEs and enables them to share the list of required products/services from MSEs.

### **Government e Marketplace (GeM) Platform**

GeM Platform is a dedicated electronic market or ecommerce portal for procurement and selling of different goods and services by various Government organizations. The Government e Marketplace (GeM) is a 100% Government owned & National Public Procurement Portal, set up as a Section 8 company (under the Companies Act 2023) under the administrative control of the Department of Commerce, Ministry of Commerce and Industry, for procurement of goods and services by Government Ministries, Central & State Departments, Public Sector Undertakings (PSUs) and Autonomous Bodies.

GeM facilitates online procurement of common use Goods & Services required by various Government Departments / Organisations / PSUs and aims to enhance transparency, efficiency and speed in public procurement. It provides the tools of e-bidding, reverse e-auction and demand aggregation to facilitate the government users, achieve the best value for their money.

The GeM platform was established through the Government of India (Allocation of Business) Rules, 1961, vide notification dated 8th December 2017 which made the following entry – “32. *Development, operation and maintenance of National Public Procurement Portal—Government e Marketplace*”.

Being an open marketplace that focuses solely on being a platform for Government buyers to meet sellers and conduct business, the purchases through GeM by Government users have been authorized and made mandatory by Ministry of Finance by adding a new Rule No. 149 in the General Financial Rules, 2017.

There are many benefits for MSMEs registering on the Government e-Marketplace (GeM) portal, including:

- Access to a national public procurement market
- There are no fees or charges for registering on GeM.
- GeM has special provisions and sections for MSMEs
- GeM is a fully online, paperless, and contactless platform.
- GeM has eliminated additional verification layers, which reduces the lead time for government procurement.
- GeM registration eliminates the need for intermediaries.
- GeM provides MSMEs with access to more potential suppliers, which expands their market reach.
- GeM has helped create and maintain government positions, which supports the growth of the MSME sector.
- MSMEs can receive prompt online payment because intermediaries have been eliminated.

Registering a micro, small, or medium enterprise (MSME) on the Udyam portal, which is a one-time exercise and doesn't require renewal, automatically registers the unit on the Government e-Marketplace (GeM) portal, and enables the MSME to sell goods and services directly to the government digitally via the Government e-Marketplace (GeM) portal.



# VIRTUAL ENTREPRENEURSHIP/ MENTORSHIP/CFO

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Enterprises need to seize new growth opportunities and simultaneously manage various business challenges viz. business's finances, audits, internal regulations, legal compliances, capital requirements, tracking cash flow etc. As the business grows, structured financial planning and developing growth strategies becomes imperative to stay at the top.

Thus, business require a Chief Financial Officer (CFO) who can oversee and manage the financial operations of the enterprise. If a company does not have an in-house finance department, it can outsource the finance function to another company. In addition, the company can use virtual CFO services. Remote virtual CFO services offer the same expertise and insights into a company's finances but without the added expenses associated with the full-time hiring of a high-level executive, such as substantial salary, bonuses, benefits, and office space.

The Virtual CFO also functions as a Virtual Entrepreneur/Mentor and has a direct impact on the growth of the business. 89% of small business owners who didn't have a mentor wish that they did. There is a need in the entrepreneurial community to find and connect with qualified mentors who can deliver solid advice to help a business overcome challenges. A Virtual Entrepreneur/ Mentor can act as a trusted confidante over an extended period of time with an objective to provide advice, counselling from a fresh perspective, collaborate and help an entrepreneur stay focused on their long-term goal of making their venture a success. A virtual entrepreneur mentor due to advantages of flexibility and availability over virtual mode can create access to entrepreneur who can receive their virtual support and valuable guidance regardless of the location. This mentor can expand an entrepreneur's viewpoint, helping with multiple perspectives to solve problems and give them the ability and confidence to collaborate with trusted sources, ensuring they have a smooth and safe drive to their destination.

## **Virtual CFO Services**

Virtual CFOs are specialized service providers for Startups, MSMEs, growing and large Enterprises for managing business challenges and boosting growth in a sustainable and cost-effective manner.

Virtual CFO services include:

- Financial analysis, forecasting and strategy
- Budgeting
- Cash flow management
- Financial reporting
- Tax planning
- Audit assistance
- Growth Strategy
- Policies and procedures for accounting
- Management Information System Reporting
- Payroll Management
- Risk Assessment

The virtual CFO manages the enterprise's finances, which aids in the growth of the business, creates a suitable improvement plan and aids in the confirmation of financial and resource requirements. There are numerous benefits of hiring a Virtual CFO/Entrepreneur/Mentor viz. reduced costs, flexibility & scalability, technological integration, increased cash flow and availability of diverse industry experience etc. to name a few.



# CREATING BUSINESS STRATEGY

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A business strategy represents an essential document for any company regardless of its stage of development. It is a crucial first step for an entrepreneur when moving from a business concept to the realization, funding and development of the venture.

A business plan should be considered an essential document for owners and management to formally assess market needs and the competition; review the business' strengths and weaknesses; and to identify its critical success factors and what must be done to achieve profitable growth. It can be used to consider and re-organize internal financing and to agree and set targets for the company. It should be reviewed regularly. A plan achieves multiple objectives. Most importantly, it requires management to carefully think through the company's purpose and goals and articulate how such objectives will be met. As the business develops, the plan can guide decision making on operational and financial issues.

In addition, a well thought-out, comprehensive and credible business strategy is usually required in order to obtain funding from capital providers such as banks, angel investors or venture capital firms. The business strategy will identify the strengths and risks of the business, provide an overview of the market, set out financial projections, articulate long-term goals and define key targets to be achieved. The strategy should serve as a reference document in the future for determining if the business is growing and evolving as anticipated.

## **Essential areas to cover in the Business Strategy**

1. **Executive Summary** - This is the most important section and it summarizes the business plan. It talks about the company's growth prospects and profit potential and management's prior relevant experience. The summary should be limited to no more than two to three pages (i.e. around 1,000 to 1,500 words). It captures the company's USP (i.e. its unique selling point) and also specifies the company's 'mission statement'.
2. **Market and Competition** – This section includes a thorough analysis of the company's industry and potential customers, details on the number of potential customers, the purchase rate per customer, and a profile of the typical decision-maker, the size of the market,

- growth rates, recent technical advances, Government regulations and trends should be included in the market analysis. It should also analyze the competition.
3. Details of the product or service - Explain the company's product or service and emphasize the product or service's competitive edge or unique selling point. Address whether the product/service is vulnerable to technological advances.
  4. The Management team – In this section introduce the management team and what they will bring to the business; Include their experience, and success in running businesses.
  5. Business operations - This section explains how the business operates, including the making of the products or providing of the service. It summarizes the business' location and size of the facilities; availability of labour; accessibility of materials; proximity to distribution channels, tax incentives etc.
  6. Financial projections – It contains a detailed set of financial projections depicting financial implications of the company's growth plans. It should include notes to explain the major assumptions used to develop the revenue and expense items and explain the logic behind these assumptions. It includes the balance sheet, income statement and cash-flow statement etc.
  7. Funding Requirements – This section explains the fund requirement of the business and from what sources (i.e. management, private equity firm, banks and others) and for what it will be used. For this an implementation schedule, including capital expenditure, orders and production timetables should be prepared.
  8. Exit Opportunities for Investor – If the business is approaching a prospective investor for funding, then the business strategy should contain the exit options for investors, including how the investors will make a return, i.e. realize their investment.

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# RECRUITING AND RETAINING TALENT

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Every business endeavors to deliver outstanding client service and in turn provide fulfilling careers and professional satisfaction for their own people and to achieve financial success so that they can reward themselves and grow.

The biggest challenge for businesses have become retention of staff. When new entrants come into the firm, many times after six months of training them, they tend to leave for other opportunities. In the last few years, employees have displayed a tendency to keep job-hopping as opposed to staying with one firms for many years as it used to happen a decade ago. There is an increased focus on employee retention for firms because not only is constant turnover of employees costly to the firm, but it also disrupts workflow and results in losing valuable skills and expertise.

Keep the employees motivated, engaged, and committed to their roles. Strategies to hire right, build a loyal and dedicated team and retain talent:

- Ensure that the payoff does not take a long time to kick in. Most employees spend a decade getting into the high-salaried positions promised to them when they enter the workforce and then lose hope when they see that the end of the tunnel is too far.
- Entrepreneurship has acquired a “burnout” stigma, with 70-hour work weeks the norm for employees. Thus, make sure that you maintain a quality of life for your workforce and enable them to work ‘smart hours’ instead of ‘long hours’
- Encouraging open communication and actively listen to your employees’ concerns, ideas, and feedback.
- Recognize and reward hard work and contributions to the firm.
- Provide your employees with modern tools that help them stay current with market trends while enabling them to perform their job efficiently.
- Competitive compensation and benefits are essential to attract and retain top talent.
- Conduct regular salary reviews to ensure that your employees are fairly compensated based on industry standards and performance.

- Provide opportunities for bonuses, raises, and promotions based on merit.
- Offer your employees comprehensive benefits packages, including health insurance, retirement plans, paid time off, and other valuable perks.
- Provide professional development opportunities, prospects for career growth and advancement.
- Conduct training programs, workshops, certifications, and conferences so as to encourage employees to stay updated with the latest industry trends and best practices.
- Create an atmosphere of Work-Life Balance and avoid overloading employees with long hours, no time for personal hobbies, unrealistic deadlines and piles of spreadsheets and calculators. This will result in 'burn out' and dissatisfaction.
- Provide flexibility in work arrangements, such as remote work options, flexible working hours, or compressed work weeks.
- Build a strong team culture that fosters a sense of belonging, camaraderie, and loyalty among your employees.
- Create opportunities for team-building activities, such as team lunches, social events, or exercises.
- Create a positive and inclusive culture where diverse perspectives are valued and everyone feels included and respected.

By creating a healthy work environment, the business will not suffer a people crisis – a situation whereby in times of plenty (of work) there is a lack of right people to do it and on the other hand, in times of less work, the good people are lost early and the firm struggles for the right people to do what little work they have. Thus, focus on recruitment and retention of good people, continuously analyze the process and don't restrict it to a once-a-year event.

If you are starting a new enterprise and are looking to hire talent, keep the following things in mind at the outset, or if you are already running an enterprise, then assess your existing team on the following parameters:

- When hiring, look for candidates with longevity at their previous jobs. Someone who has had, say, 10 jobs in 12 years is going to be really difficult to retain for any company.

- Look for candidates with good soft skills and emotional intelligence
- Identify aspects of culture and strategy you want to emphasize in your firm and then seek out candidates which align with that thought process
- If the prospective applicant or employee is low on capability and commitment, do not hire him/her. If such an employee is already on your team, and even after consistent mentoring and guidance, refuses to pull up performance, it is best to fire him/her
- Make sure each employee is completely engaged with and part of the company's ongoing success.
- Cultural factors influence employee retention, hence, make sure your firm offers an inclusive, positive and supportive culture. The organization's shared values, beliefs, attitudes, and behaviors can significantly impact employee satisfaction, engagement, and loyalty, leading to higher retention rates.
- Flexible work options are a big attraction for employees and are preferred by many due to challenge of daily commuting to work, family obligations or child care. This option can be offered to existing employees who have been on the team for long, but need this arrangement for a certain period of time.
- Ongoing education is important for workforce stability and is a crowd-puller as every new recruit will be interested in his/her future growth and learning on the job. When hiring you can emphasize on the development opportunities for your team. Existing employees at middle and senior level can be provided ongoing education and clear paths to advancement
- Employers may want to conduct stay interviews with employees to help understand any concerns an employee may have, and come up with ways to address those concerns. Have regular "state of the business" meetings, held quarterly or at least semi-annual with select or rotating senior executives conducting the sessions. Employees appreciate feeling valued and their opinions being held important in an enterprise.

Recognize that people are multidimensional and require support. Candidate expectations are changing. People are looking for organizations

that can provide flexibility in a way that meets their individual needs and preferences. That is true whether they are the candidate or a current employee. If an organization is unable to provide flexibility, that could make it difficult to attract or retain talent. At the time of hiring or when assessing your team, be emotionally invested as your team is the most integral part of your Practice. Don't be complacent. Always remember that, due to absence of geographic restrictions, particularly in a virtual world post COVID, unsatisfied employees will simply shift to better opportunities.

Of course, sometimes turnover is inevitable, so organizations must be prepared to lose top talent. But remember, you don't want someone who doesn't want to be there anymore. Here, succession planning can be key — especially for high level or hard-to-hire positions.



# CLIENT ACQUISITION AND RETENTION

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Client acquisition is the process of gaining new individuals or businesses as clients and involves efforts to attract and convince potential clients to use their expertise.

The firm needs to be solution-driven. Each client comes with a unique situation and you need to deliver a customized resolution for their predicament. For e.g. if you are running a Chartered Accountant (CA) practice, the most important quality which will attract clients to your firm is your ability to solve their problem. For this, you must be conversant with all possible solutions by staying updated with the latest laws, rules, and regulations. Hence, it is important to enroll yourself for professional development programs, certifications and crash courses. To stay one step ahead, you should attend seminars, workshops, and webinars to stay informed about industry trends.

Some strategies to acquire and retain clients may be:

- Establish and maintain a professional online presence.
- Create a well-designed website that showcases your services and expertise.
- Engage on social media platforms relevant to your target audience
- Leverage social media platforms to connect with potential clients and colleagues
- Network with others, so that they are aware of the kind of services you perform
- Share valuable content and insights on areas of your expertise
- Encourage satisfied clients to refer your services to others in their network.
- Word-of-mouth referrals are often the most effective way to acquire new clients, as they come with a built-in level of trust.
- Sharing of positive experiences by satisfied clients' who have experience the quality of your services amplifies word-of-mouth referrals. A single satisfied client can refer multiple potential clients, creating a ripple effect of new business opportunities.

The Entrepreneur can use the following strategies for client engagement and retention:

- Customization – Since every client comes with a unique task, every solution needs to be tailor-made and suited to that client’s purpose. Hence an entrepreneur can ensure a high degree of customization in their work.
- Client Contact – The client wants to be heard and needs assurance that everything will be fine. Hence, there should be a strong component of face-to-face interaction with the client, which is reassuring for him/her. Hence, quality and service must be managed carefully.
- Balancing Client service with satisfaction – An entrepreneur must satisfy the three goals of “service, satisfaction, and success” if it is to survive. Management of a business requires a delicate balancing act between the demands of the client marketplace, the realities of the people (the staff of the firm) and the firm’s economic ambitions.
- Skills Required for the Client Marketplace – The client’s problem may be extremely complex. Apart from professional or technical knowledge, it may require creativity, innovation and pioneering of new approaches, concepts or techniques to solve the problem.
- Relative Mix of Staff - The required shape of the organization (the relative mix of juniors, managers and seniors) is primarily determined by the skill requirements of client work. Few procedures are routine in nature. Hence, these may be delegated to the junior-level staff. Where projects require a highly customized output in meeting the clients’ needs and involve a higher degree of innovation and creativity, middle-level and senior-level may be brought into the picture.
- Delegation - Clients seek out businesses with experience in their particular type of problem. The firm sells its knowledge, its experience and its judgement. In some works, general nature of the problem to be addressed may not be unfamiliar and the activities necessary to complete the project may be similar to those performed on other projects. Since the problems to be addressed are somewhat more familiar, at least some of the tasks to be performed are known in advance and can be specified and delegated.



# QUALITY OVER QUANTITY

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Maintaining quality is more important than quantity in professional life. By prioritizing quality over quantity, we do run the risk of short-term loss, however, it pays off in the long-run. Making a quick buck off clients, offering services at below-market price and resorting to cutting corners to make ends meet, will eventually come around with a boomerang effect and lower the stature of your business. Delayed gratification can lead to a more meaningful, fulfilling, and productive professional practice/ entrepreneurship.

The secret is to have the magic ingredient of 'patience'. Rome was not built in a day. Everything will take time and when you patiently build strong relationships, exemplary body of professional work and leave a positive impact on your clients, the results will show sooner or later. Quality of your work will win the client's trust and forge a successful relationship. Contrarily, targeting quantity over quality can lead to burnout, lack of job satisfaction, shoddy work, inefficient use of resources and loss of credibility and reputation of the firm.

Strategies to Focus on Quality rather than Quantity and become more valuable to Clients:

- Develop an innovative approach to hiring so as to achieve a higher caliber of staff than the competition.
- Train your staff better than the competition in a variety of technical skills and soft skills so that they become more valuable in the marketplace
- Encourage training, participation in professional development programs, organization and specialization in your people in innovative ways, so that they become particularly skilled and valuable to the market because of their focus on a particular market segment's needs.
- Mentor, teach, encourage and ensure that people are equipped with client counseling and client handling expertise
- Develop innovative methodologies for handling matters or engagements, transactions or projects, so that delivery of services becomes more thorough or efficient.

- Pay attention to accumulating, disseminating and building on the firm's wide expertise and experience, so that each professional becomes more valuable in the marketplace by being empowered with a greater breadth and depth of experience.
- Invest in research and development and become systematic and diligent about listening to the market: collecting, analyzing, and absorbing details of industry, studying industry magazine/newsletters thoroughly and attending conferences and industry meets on the same
- Work on CRM. Customer Relationship Management (CRM) is a combination of technology, practices and strategies that companies use to manage interactions with customers and potential customers. CRM helps organizations streamline processes, build customer relationships, increase sales, improve customer service, and increase profitability. CRM systems compile customer data across different channels and points of contact between the customer and the company. These can include the company's website, telephone, live chat, direct mail, marketing materials and social networks. CRM systems can also give customer-facing staff detailed data on customers' personal information, purchase history, buying preferences and concerns. The goal is to improve customer service relationships and assist with customer retention and drive sales growth
- Fix weekly sessions of informal interaction, healthy discussion and brainstorming amongst entire staff, partners and employees at all levels. Establish specific agenda and goals prior to meeting, so that everyone can meaningfully participate. Encourage opinions, feedback and ideas amongst all. Instead of presentations and office formalities, focus on the outcome of the meeting and how innovative suggestions can be implemented and converted into earnings.
- Keep up-to-date with technology and be flexible towards digitization, innovations and changing business environment. Proactively train staff in use of technology to enhance their productive capabilities. Take stock and withdraw outdated methods and systems of the organization. Instead of increasing costs on updating age-old customary procedures of Firm, withdraw or substitute services that do not support the dynamic business environment. Rethink growth and emphasize profitability.

- For improving profitability, consider raising prices and simultaneously add more value to client's work through innovative specialized work. Alternatively, consider lowering variable costs by developing methodologies to avoid duplication of effort and discarding under-performers and non-remunerative services. Also try to reduce overhead costs by reducing space, equipment and support staff.

Think new every day. You can't expect to achieve different results by doing the same actions you were doing earlier. If you want extraordinary results, you need to perform extraordinary actions. Choosing quality over quantity is easier said than done. You have to consciously give up the much-required instant monetary infusions which your practice desperately needs in lieu of a future goal of a trendsetting landmark firm which seems nowhere visible in the horizon as on today. But if you stick to the dictum of 'quality over quantity', you are most definitely going to end up creating a well-respected business, which will create a name for itself.

#### Vital Ingredients of a High-Quality Practice:

##### **I. Office Procedures Manual:**

Every enterprise should maintain an office policies and procedures manual. This practice lays down clear cut boundaries, processes and methods which the enterprise adheres to, thus creating a stable work environment and a climate of camaraderie, devoid of grievances.

The manual not only provides step by step descriptions of job duties and detailed guidance of handling typical situations, but also explains the businesses' expectations from the employees. It becomes a valuable document which results in establishing a high-quality practice. It should comprise of two sections:

- The office policies section - referring to rules and regulations of the company viz. employment, behavior, non-discrimination, confidentiality and privacy, employment and termination terms, acceptable conduct, dress code, personal phone calls, use of office equipment, hours of work, benefits package, reimbursements, holidays and leaves etc.
- The office procedures section - covering the administrative functions the company follows to conduct its business

viz. daily, monthly and yearly procedures like maintaining security of information, disposal of confidential information, emergency or disaster plan, representing the firm, engaging and handling clients, communication guidelines, filing system etc.

These written instructions will serve as the employees' handbook and the office how to guide. This is very advantageous in times of employees joining or leaving the firm as the office need not train a substitute in office policies and procedures, instead recourse can be to read the office manual.

## *II. Training and Guidance:*

In today's dynamic work environment, to create a top-notch business, the role of training, development, and guiding & mentoring processes for enhancing both individual's and organization's performance, cannot be overemphasized. To create well-qualified skilled staff, acquisition of knowledge and sharpening of skills to enhance employees' performance is a must. These activities boost employee productivity and quality of work, and not only increase their job satisfaction but also escalate the firm's profitability. Your employees are your most valuable asset. The enterprise can implement training and development activities for employees in the following ways:

- Provide orientation program to new employees to familiarize them with their roles and adapt to the company's policies and procedures
- Develop an in-house training and development program
- Hire external trainers which perform scheduled sessions at fixed intervals of time
- Impart Industry-specific and technology adaptation training
- Developing employees through mentoring, coaching and shadowing. Shadowing refers to one employee following and observing another employee for a specific period.
- Train experienced employees to reduce poor work habits or learn new skills that improve their performance.

- Devise method that includes a combination of several methods, such as classroom, e-learning (including web-based learning, computer-based training, and online discussion), self-paced, and coaching and mentorship.

To implement the right training for your business, you need to identify your business and employee training needs. You can do this yourself, or you can recruit a human resources (HR) consultant or training organization to help you.

### *III. Peer Review*

Peer review is the evaluation of work by one or more people with similar competencies as the producers of the work. It is a process used for examining the work performed by one's equals (peers) and to understand the systems, practices and procedures followed by the firm and to give suggestions, if any, for further improvement. Along with getting useful feedback, peer reviews are a good way to assess accountability. It is an excellent tool to measure and improve the firm's performance and quality. Peer Review is directed towards enhancement of quality of professional services by providing guidance to members to improve their performance and adhere to various statutory and other regulatory requirements.

### *IV. Performance Measurement and benchmarking*

What cannot be measured, cannot be improved. Hence measuring performance and using benchmarks to drive performance and improvement, is a sure-shot ingredient of high-quality practice. The performance is measured against pre-established performance criteria and benchmarking help the firm to measure and compare its performance against industry standards and best practices.

Businesses can use a number of key performance indicators (KPIs) to evaluate their performance. Key performance indicators (KPIs) are quantifiable measurements used to gauge a business's overall long-term performance e.g. financial performance, quality, productivity, revenue growth, employee turnover, employee satisfaction, customer retention rates, customer satisfaction ratings etc. By measuring and identifying areas that need improvement, firms can take corrective actions to optimize their operations and increase their efficiency.

Through benchmarking the firm can gain valuable insights into its operations and help it identify areas where it can improve its performance. Benchmarking comprises of the following two core categories:

- Internal benchmarking refers to a comparison of one business process to another similar procedure inside of your business.
- External benchmarking involves directly comparing one of your processes, products, or services with a competitor's.

Through performance measurement and benchmarking the enterprise not only improves productivity and increases efficiency, but also gains a competitive edge.



# ETHICS, PROFESSIONALISM & WORKPLACE BEHAVIOUR

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*“A business that makes nothing but money is a poor business”*

*– Henry Ford*

The strength of your business lies not in the amount of revenue you generate or what work you do for clients but most importantly in your ability to create a business built on integrity, honesty and probity which has cultivated empowered and engaged people in your firm. Professionalism and good business ethics should be a part of every enterprise. No business can grow without the code of ethics in the work place.

Trust is important in all relationships. A purposeful business code of ethics establishes an atmosphere of commitment in a business. It not only lays down a strong cultural foundation for the business, but also helps the business enforce and implement legal as well ethical policies and procedures for all kinds of decision making. Ethics build trust between the Firm and a variety of stakeholders affected by its actions including clients, employees, suppliers, fellow professionals and the general public. An effective code of ethics establishes the values of the business that drives its actions and the principles that underlie decision making.

Employers who understand the importance of workplace ethics, provide their workforce with an effective framework and guiding principles to identify and address ethical issues. A code of ethics is a formal statement that acts as a guide for the ethics of how people within a particular organization should act and make decisions. 90% of fortune 500 firms, and almost half of all other firms, have ethical codes. Code of ethics is a written set of guidelines issued by an organization to its workers and management to help them conduct their actions in accordance with its primary values and ethical standards. It commonly addresses issues such as conflict of interest, integrity, objectivity, privacy of information and confidentiality, professional Competence and due care, professional behavior etc.

Good Practices and behavior that should be followed in business:

- Straightforwardness and honesty in performing professional services.
- Fairness and absence of prejudice or bias, conflict of interest or influence of others in decision making and in work
- Exercise of professional competence and due care in all tasks
- Not harming clients, employees and subordinates knowingly through deception, misrepresentation, coercion or discrimination
- Maintain exemplary level of professional knowledge and skill and absence of ignorance
- Non-disclosure of confidential or personal information
- Making choices that may not feel good or beneficial but are the right choices to make
- Not using office equipment for personal use
- Refraining from office gossip and backbiting
- Arriving on time and leaving office after completion of office hours only, even when the boss is not around
- Respectable behavior as is expected from a reputed professional
- Respect and tolerance for fellow co-workers and treating managers, colleagues and clients with respect
- Removing personal bias and judgment from decisions and interactions
- Communicating respectfully, clearly and courteously and using clean language even during casual conversations and emails.
- Understanding and following the Firm's rules and policies
- Reporting violations, questionable behavior, safety concerns or suspicious actions
- Ensuring fair treatment to those who act as whistleblowers
- Being accountable and taking responsibility for actions

- Meeting obligations and responsibilities and keeping business secrets
- Not resorting to discrimination in recruitment, promotion, dismissal and conditions of employment

If the leaders of the firm do not take effective steps to create a work environment where the employees have a clear understanding of right and wrong and where they function ethically with confidence to report violations and wrongdoings, it will eventually result in failure of the trust fabric in the Firm and thus loss of business and competitive advantage in the market. Essentially, the leaders of the Firm not only need to endorse ethics, professionalism and good workplace behavior, but also need to ensure to follow it themselves, even in the most challenging circumstances.



# ENTREPRENEURSHIP EDUCATION & INSTITUTES

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If you nurture entrepreneurial dreams and want a formal education in running an enterprise and management of the same you can complete various degree, diploma or certificate courses on the same. Their many Institutes and colleges which impart courses on management & entrepreneurship and promote entrepreneurial culture.

Some business schools in India in which degree programs, certificate programs & post-graduate diplomas can be done in various specializations. (List is not exhaustive):

- Indian Institute of Management (IIM) set up by Government of India
- Indian School of Business (ISB), Hyderabad
- S.P Jain Institute of Management & Research, Mumbai
- XLRI, Jamshedpur
- Faculty of Management Studies, University of Delhi
- T.A Pai Management Institute (TAPMI), Manipal
- Indian Institute of Foreign Trade (IIFT), New Delhi
- Birla Institute of Management Technology (BIMTECH)
- SVKM's NMIMS School of Business Management, Mumbai
- Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai
- Shailesh J Mehta School of Management, IIT Bombay
- Vinod Gupta School of Management (VGSOM), IIT Kharagpur
- Sydenham Institute of Management Studies, Research and Entrepreneurship Education (SIMSREE), Mumbai
- Symbiosis Centre for Management & Human Resource Development (SCMHRD), Pune
- Symbiosis Institute of Business Management (SIBM)

- University Business School, Punjab University
- Department of Business Economics, Delhi University
- FORE School of Management, New Delhi
- Management Development Institute, Gurgaon
- Jindal Global Business School
- Institute of Management Technology (IMT), Ghaziabad

The Startup India platform of the Department for Promotion of Industry and Internal Trade (<https://www.startupindia.gov.in/content/sih/en/reources/online-courses.html>) provides Online Courses for Entrepreneurs. There are a number of courses that are free of cost, ranging from Programming, Security, Accounting & Finance to Management and Entrepreneurship, available for all registered users on the Startup India platform.

The Ministry of Skill Development and Entrepreneurship (MSDE) through its multiple organizations and skilling schemes is changing the Skilling and Entrepreneurship Landscape in India. To promote a culture of entrepreneurship among youth, Ministry instituted National Entrepreneurship Awards (NEA) in 2016 to recognize and honor outstanding entrepreneurs and ecosystem builders.

The Indian Institute of Entrepreneurship (IIE) (<https://iie.gov.in/#gsc.tab=0>) is an autonomous organization under the Ministry of Skill Development & Entrepreneurship. The main aim of the Institute is to provide training, research and consultancy activities in Small and Micro Enterprises (SME), with special focus on entrepreneurship development. With its headquarters at Guwahati, Assam, IIEs mission is to create a conducive environment for entrepreneurial activities through organizing different types of training programs, research and other activities aimed at capacity building and enterprise creation with a focus on the North Eastern region (NER). It organizes training programs for prospective entrepreneurs, students, teachers, and development functionaries. These programs are classified as: Entrepreneurship Development Programs (EDP); Entrepreneurship cum Skill Development Programs (ESDP); Management Development Programs (MDP) and other programs including Entrepreneurship Orientation Programs (EOP), Training of Trainers (TOT), Faculty Development Programs (FDP), Business Incubation Training etc.

Other than the above, for an informal method of learning, there are a host of You-Tube videos and tutorials by established entrepreneurs which are highly informative for novices in the field. There are also many popular Online Entrepreneurship Courses by online platforms like Coursera, Udemy etc.



# USEFUL WEBSITES – TRADE PROMOTION, INDUSTRY ASSOCIATIONS & EXPORT PROMOTION COUNCILS

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## Micro, Small and Medium Enterprises

1. Ministry of Micro, Small and Medium Enterprises - <https://msme.gov.in/>
2. Single window access to useful links specific to MSMEs - MyMSME - <https://my.msme.gov.in/MyMsme/Reg/Home.aspx>
3. Public Procurement Policy monitoring portal - [https://sambandh.msme.gov.in/PPP\\_Index.aspx](https://sambandh.msme.gov.in/PPP_Index.aspx)
4. Online placement portal - <https://sampark.msme.gov.in/>
5. Delayed payment monitoring system - [https://samadhaan.msme.gov.in/MyMsme/MSEFC/MSEFC\\_Welcome.aspx](https://samadhaan.msme.gov.in/MyMsme/MSEFC/MSEFC_Welcome.aspx)
6. Udyam Registration (UR) - <https://udyamregistration.gov.in/Government-India/Ministry-MSME-registration.htm>
7. Udyam Assist Platform - <https://udyamassist.gov.in/faq>
8. MSME Champions portal - <https://champions.gov.in/Government-India/Ministry-MSME-Portal-handholding/msme-problem-complaint-welcome.htm>
9. MSME databank - <https://www.msmedatabank.in/>
10. MSME Dashboard - <https://dashboard.msme.gov.in/dashboard.aspx>
11. Development Commissioner - <https://dcmsme.gov.in/>
12. Khadi and Village Industries Commission (KVIC) - <https://www.kvic.gov.in/kvicres/index.php>
13. Coir Board - <http://coirboard.gov.in/>
14. National Small Industries Corporation (NSIC) - <https://www.nsic.co.in/>

15. Schemes of NSIC - <https://msme.gov.in/schemes/schemes-national-small-industries-corporation>
16. National Institute for MSMEs (NIMSME) - <https://www.nimsme.org/>
17. Mahatma Gandhi Institute for Rural Industrialization - <https://mgiri.org/>
18. SFURTI - <https://sfurti.msme.gov.in/SFURTI/Home.aspx>
19. ASPIRE - <https://aspire.msme.gov.in/ASPIRE/AFHome.aspx>

### **Trade Promotion, Industry Associations & Export Promotion Councils**

1. India Trade Promotion Organisation (ITPO) (<https://www.indiatradefair.com/>) is the premier trade promotion agency of the Ministry of Commerce & Industry, Government of India.
2. Federation of Indian Export Organisations (<https://fieo.org/>) is the apex trade promotion organisation in India set up by the Ministry of Commerce, Government of India, and the private trade and industry segment in 1965.
3. Three important websites have been developed and maintained by FIEO:
  - Indian Trade Portal – containing trade information of 98 Countries - <https://www.indiantradeportal.in/>
  - Indian Business Portal – exclusive marketplace for exporters registered in India - <https://www.indianbusinessportal.in/>
  - Ease of Logistics Portal - brings Exporters and Logistic service providers on a single platform.
4. National Chambers of Commerce:
  - Confederation of Indian Industry (CII) (<https://www.cii.in/>)
  - Federation of Indian Chambers of Commerce & Industry (FICCI) (<https://www.ficci.in/api/home>)
  - Federation of Indian Export Organisations (FIEO) (<https://fieo.org/>)
  - Federation of Indian Micro and Small & Medium Enterprises (FISME) (<https://fisme.org.in/>)

- Associated Chambers of Commerce and Industry of India (ASSOCHAM) (<https://www.assochem.org/>)
- Indian Chamber of Commerce (<https://indianchamber.org/>)

5. Industry Associations in India:

- National Association of Software and Services Companies (NASSCOM) (<https://nasscom.in/>)
- Automotive Components Manufacturers Association of India (ACMA) (<https://www.acma.in/>)
- Builders' Association of India (<https://www.baionline.in/>)
- Cement Manufacturers' Association (<https://www.cmaindia.org/>)
- Consulting Engineers Association of India (<https://www.ceai.org.in/>)
- All India Plastics Manufactures Association (<https://www.aipma.net/>)
- Indian Drug Manufacturers Association (IDMA) (<https://idma-assn.org/>)
- All India Distillers' Association (<https://www.aidaindia.org/>)
- Indian Electrical & Electronics Manufacturers' Association (IEEMA) (<https://ieema.org/>)
- Indian Chemical Council (<https://www.indianchemicalcouncil.com/>)
- Hotel Association of India (<https://hotelassociationofindia.com/>)
- National Restaurant Association of India (<https://nrai.org/>)
- Federation of Hotel & Restaurant Associations of India (FHRAI) (<https://www.fhrai.com/>)
- Indian Machine Tool Manufacturers' Association (<https://www.imtma.in/>)

- Internet Service Providers Association of India (ISPAI) (<https://www.ispai.in/>)
- Internet and Mobile Association of India (IAMAI) (<https://www.iamai.in/>)
- Indian Small Scale Paint Association (<http://www.isspa.org/>)
- The Solvent Extractors' Association of India (<https://seaofindia.com/>)
- Electronic Industries Association of India (<https://elcina.com/>)
- The Fertiliser Association of India (FAI) (<https://www.faidelhi.org/>)
- Indian Sugar Mills Association (<https://www.indiansugar.com/>)
- Tools & Gauge Manufacturers Association of India (<https://www.tagmaindia.org/>)
- Indian Association of Tour Operators (<https://www.iato.in/>)
- Indian Agro & Recycled Paper Mills Association (<https://www.iarpma.org/>)
- Self Employed Women's Association (<https://www.sewa.org/>)
- Organization of Plastic Processors of India (<https://oppindia.org/>)
- Pesticides Manufacturers & Formulators Association of India (<https://www.pmfaiindia.org/>)
- Cellular Operators Association of India (COAI) (<https://coai.com/home>)
- Indian Wind Turbine Manufacturers Association (<https://www.indianwindpower.com/>)
- Manufacturers Association for Information Technology (<https://www.mait.com/>)
- Indian Footwear Components Manufacturers Association (<https://www.ifcoma.org/>)
- Indian Tea Association (<https://www.indiatea.org/>)

6. Regional / State Level Chambers of Commerce:

- The Cochin Chamber of Commerce & Industry (<https://www.cochinchamber.org/>)
- The Federation of Andhra Pradesh Chambers of Commerce and Industry (<https://www.fapccci.in/>)
- Indian Merchants Chamber (<https://www.imcnet.org/>)
- Bombay Chamber of Commerce & Industry (<https://bombaychamber.com/>)
- Gujarat Chamber of Commerce and Industry (<https://www.gujaratchamber.org/>)
- Gurgaon Chamber of Commerce and Industry (<http://www.gurgaonchamber.org/>)
- Goa Chamber of Commerce and Industry (<https://www.goachamber.org/>)
- Southern Gujarat Chamber of Commerce and Industry (SGCCI) (<https://sgcci.in/>)
- Kanara Chamber of Commerce and Industry (<https://www.kanarachamber.com/>)
- Udaipur Chamber of Commerce and Industry (<https://ucciudaipur.com/>)
- Bengal National Chamber of Commerce & Industry (<https://www.bncci.com/>)
- Delhi Chamber of Commerce (<http://www.delhichamber.com/>)
- Rajasthan Chamber of Commerce & Industry (<https://www.rajchamber.com/>)
- Southern India Chamber of Commerce (<https://sicci.in/>)

7. Bi-Lateral Chambers of Commerce:

- Indo-American Chamber of Commerce (<https://www.iaccindia.com/>)

- American Chambers of Commerce in India (<https://amchamindia.com/>)
  - Indo-Arab Chamber of Commerce & Industries (<https://iacci.org/>)
  - Indo-American Chamber of Commerce of Greater Houston (<https://www.iaccgh.com/>)
  - Indo-Canada Chamber of Commerce (<https://www.iccconline.org/>)
  - Georgia Indo-American Chamber of Commerce (<http://giacc.net/>)
  - Indo German Chamber of Commerce (IGCC) (<https://indien.ahk.de/>)
  - Indo-Italian Chamber of Commerce & Industry (<https://www.indiaitaly.com/>)
  - Indo-Thai Chamber of Commerce (<https://itccthailand.com/>)
  - SICC - Swiss-Indian Chamber of Commerce (<https://sicc.ch/>)
  - US - India Chamber of Commerce (<https://www.usaindiachamber.org/speaker.php>)
  - Indo-French Chamber of Commerce & Industry (<https://www.ifcci.org.in/>)
  - Florida Indo-US Chamber of Commerce (<https://indo-us.org/>)
  - Kuala Lumpur & Selangor Indian Chamber of Commerce and Industry (<https://klsicci.com.my/>)
8. International Trade Organizations:
- For Trade related Organizations outside India - [https://fieo.org/view\\_section.php?lang=0&id=0,34,552](https://fieo.org/view_section.php?lang=0&id=0,34,552)

9. Export Promotion Councils

The Export Promotion Councils (EPCs) are set up with the objective to promote and develop Indian exports. Each Council is responsible for promotion of a particular group of products/projects/

services. As on 31.7.2023, there are a total of 39 Export promotion councils and commodities boards, out of which there are 30 EPCs and 9 Commodities Boards.

Commodities Boards:

1. Coffee Board
2. Coir Board
3. Rubber Board
4. Spices Board
5. Tea Board
6. Tobacco Board
7. Agricultural and Processed Food Products Export Development Authority (APEDA)
8. Coconut Development Board
9. Marine Products Export Development Authority (MPEDA)

Export Promotion Councils:

1. Apparel Export Promotion Council
2. Basic Chemicals, Cosmetics & Dyes Export Promotion Council (CHEMEXCIL)
3. Carpet Export Promotion Council
4. CAPEXIL
5. Cotton Textiles Export Promotion Council
6. Council for Leather Exports
7. EEPIC INDIA (Formerly Engineering Export Promotion Council)
8. Electronics & Computer Software EPC
9. Export Promotion Council for Handicrafts
10. Export Promotion Council for EOUs & SEZ Units

11. Federation of Indian Export Organizations (FIEO)
12. Gem & Jewellery Export Promotion Council (GJEPC)
13. Handloom Export Promotion Council
14. Indian Oil Seeds & Produce Export Promotion Council (IOPEPC)
15. Indian Silk Export Promotion Council
16. Jute Products Development and Export Promotion Council -(JPDEPC)
17. Pharmaceuticals Export Promotion Council of India (PHARMEXCIL)
18. Plastics Export Promotion Council
19. Power loom Development & Export Promotion Council
20. Project Exports Promotion Council of India
21. Services Export Promotion Council (SEPC)
22. Shellac & Forest Products Export Promotion Council (SHEFEXIL)
23. Sports Goods Export Promotion Council (SQEPC)
24. Synthetic & Rayon Textiles Export Promotion Council
25. Telecom Equipment and Services Export Promotion Council (TEPC)
26. Wool Industry Export Promotion Council
27. Wool & Woollens Export Promotion Council
28. Mobile and Electronic Devices Export Promotion Council (MEDEPC)
29. Export Promotion Council for Medical Devices
30. AYUSH Export Promotion Council (AYUSHEXCIL)



## USEFUL BOOKS TO READ

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- Start with Why: How Great Leaders Inspire Everyone to Take Action - Author: Simon Sinek
- Zero to One - Author: Peter Thiel with Blake Masters
- The 4-Hour Workweek - Author: Tim Ferriss
- How to Win Friends and Influence People - Author: Dale Carnegie
- Rich Dad Poor Dad - Author: Robert Kiyosaki, Sharon Lechter
- The Art of the Start - Author: Guy Kawasaki
- Rework - Author: Jason Fried, David Heinemeier Hansson
- David and Goliath: Underdogs, Misfits, and the Art of Battling Giants - Author: Malcolm Gladwell
- Atomic Habits - Author: James Clear
- The 7 Habits of Highly Effective People - Author: Stephen Covey
- Think and Grow Rich - Author: Napoleon Hill
- The Power of your Subconscious Mind – Author: Joseph Murphy
- Limitless – Author: Jim Kwik
- Awaken the Giant Within – Author: Anthony Robbins



## CONCLUSION - CONVERTING OBSTACLES INTO OPPORTUNITIES

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Character is not made in adversity; rather it is exhibited in adversity. The right outlook towards 'problems' reduces their stature to mere 'situations' and they do not seem daunting any more. It is the case of the glass being half-full or half-empty; your attitude is everything.

Be like the Phoenix. The phoenix bird symbolizes immortality, resurrection and life after death, and in ancient Greek and Egyptian mythology it is associated with worship of the sun god. Difficulties, Defeat, Disappointment – they come in each and every person's life in some form or the other – sometimes its physically visible, sometimes it's not. Your success and your future is determined by your 'response' to the adverse situations – have you perished by it or have you emerged from the ashes like the phoenix bird.

All obstacles from smallest to biggest can be converted into opportunities. For e.g. When Milk curdles – we convert it to paneer; When Covid19 pandemic emerged – it made India emerge as a preferred business destination. You will observe on reading biographies/autobiographies of all famous & successful people – the one thing in common in all of them is that they all overcame some obstacle or the other to emerge victorious & achieve success. It wasn't smooth sailing for any of them.

First published in 1959, "The Magic of Thinking Big" is one of the most influential self-help books of all-times. Written by David Schwartz, it has an entire chapter on 'How to turn Defeat into Victory' and sums up the same saying that *"The difference between success and failure is found in one's attitude towards setbacks, handicaps, discouragements and other disappointing situations."*

### **Opportunities always come disguised as Obstacles**

Real action only happens when you are pushed into a corner. Desperate times lead to desperate measures. When humanity faced the covid19 pandemic all of a sudden, it pushed everyone into a corner. People lost their jobs, their relationships and even their sanity. Normal life as we knew it came to a standstill. But then amidst the hopelessness and devastation rose new found ideas which had not been explored before. Out of job

workers discovered entrepreneurship and started turning their passion into their new profession. At home ladies and men who had always thought they were lacking meaning in life started pursuing their hobbies and eventually turned them into money-making ventures. There was a plethora of cloud kitchens, home cooked food ventures, online tutoring and new stock market enthusiasts everywhere. What had only been a starry eyed dream before, started turning into a reality. Eventually, without even moving an inch out of their house because of covid19, people were achieving new heights and conquering all their fears – because the ‘obstacle’ had been converted into an ‘opportunity’.

When faced with crisis, we tend to revel in an ‘obstacle mind-set’. We need to instead develop an ‘opportunity mind-set’. The best way to do this – focus on the solution, not on the problem. There will always be a solution, but the only catch is that it may not be the one ‘you’ had hoped for. Therefore, it may seem easier for you to keep wallowing in the problem rather than tackle it with your not-so preferred solution. Focus only on overcoming the obstacle, after that let nature take its course and lead you to wherever it wants to lead you. You will make new discoveries and find new strength which you never knew was present in you. Focus only on your strengths and not on your weaknesses. Keep your mind in a positive mind-set and don’t cloud it with negative thoughts. And thus, eventually bit by bit before you know it, you would have transformed the obstacle into opportunity. Later, when the turbulence is over, you will be able to appreciate the ‘new perspective’ it has taught you.

## **Toolkit you will need to convert Obstacles into Opportunities**

### **i. DETERMINATION**

Your ‘WILL’ can change everything. It can pull you out from the depths of misery. It can give you hope. It can make you millions. It can change your fortunes and your future. The ‘will’ comes from ‘within’. You are unstoppable once you have willed it.

GRIT, Determination – is the Most Important tool to tackle obstacles.

*“Nothing is impossible in this world. Firm determination, it is said, can move heaven and earth. Things appear far beyond one’s power, because one cannot set his heart on any arduous project due to want of strong will.”*

– Samurai Yamamoto Tsunetomo

A man enters the world alone and he is alone when he leaves it. So do not depend on others for fulfilment of your dreams and your life. Take responsibility for your actions and realize that you alone are responsible for what you have achieved or failed to achieve. Blaming circumstances and situations will do no good. The will and determination to conquer all odds and emerge victorious is what makes a person successful.

**ii. RESILIENCE**

*“When we tackle obstacles, we find hidden reserves of courage and resilience we did not know we had. And it is only when we are faced with failure do we realise that these resources were always there within us. We only need to find them and move on with our lives”. -- Avul Pakir Jainulabdeen Abdul Kalam better known as A. P. J. Abdul Kalam, the 11th President of India and an aeronautical scientist*

The ability of a substance or object to spring back into shape is called resilience. Some people get punched and knocked down by life time and again, and each time they bounce back stronger. Instead of letting miserable situations break their determination they face their demons head on.

Stand up, dust yourself and get back to work. Tough times don't last forever. Obstacles are as powerful as you imagine them to be. When you don't pay heed to them, they magically fizzle out. Have the ability to spring back into shape. Deal with your problems – that's the only way they will go away. Failures are not an end in itself. They are just new beginnings of something new. Get back up on your feet - you just have to transform, change perspective and work from a different angle.

**iii. ATTITUDE**

*“Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude”. – Thomas Jefferson, 3rd U.S President*

It is the way you look at life that determines your success. If you want to change life, change your attitude. You can achieve only what you think you can achieve. The proverb 'Attitude determines Altitude' is a reminder that anything is possible for the person with the right attitude.

When you surround yourself with negativity and stressful people you weaken your attitude. The Negative energy saps your vitality whereas positive energy rejuvenates you. This is a simple fact which has existed since time immemorial and doesn't need to be proved by science. Remove negative people from around you. People who criticize, complain and grumble all the time sap you off your positive energy and leave you exhausted. Consciously be around optimistic people: Those people who bring out the best in you. Stay as far away as you can from people who drain your energy and have a pessimistic outlook towards life. Surround yourself with optimists and achievers. A good apple will also rot if kept in company of bad apples.

Stop complaining and grumbling about what is coming your way. When you stop criticizing, complaining and cribbing – you will start living: finding solutions and growth patterns. Don't let past events and circumstances cloud your thoughts. What has passed doesn't exist any longer. Don't stress over what is yet to come. Consciously block your mind from darting back and forth. Live in the present and focus on it.

#### iv. **PERSISTENCE**

It isn't easy: but it has to be done. The only way to get over with it is to go through it: face it headlong. That in a nutshell is perseverance – the persistence in doing something despite difficulty or delay in achieving success.

*It's not that I'm so smart; it's just that I stay with problems longer.  
~ Albert Einstein*

There are many great men and women in history who have achieved their success through determined insistence – Thomas Edison's perseverance is legendary and he famously said genius is "1% inspiration and 99% perspiration"; Henry Ford; J.K Rowling; Walt Disney; Brazilian retired professional footballer Edson Arantes do Nascimento, known as Pelé; Venus and Serena Williams; the list is endless. The only way to your goal is to keep moving forward. Keep at it all the time. Persist, persist, persist; no matter how slow you are and how far the goal seems.

*He conquers who endures. – Persius, Roman poet and satirist of Etruscan origin.*

Patiently persist. Don't lose your enthusiasm when you suffer setbacks on your road in life. They are mere stumbling blocks. Gather your determination and tenaciousness and with single-minded strength of purpose forge ahead. To reach the pinnacle of success you have to climb the small little steps on the staircase which will take you there.

The more you work, struggle and do whatever it takes to reach closer to your goal, you will observe that the worst is over and somehow things are getting better and better. Remember your goal and your well defined plan to achieve your goal, just focus on it; it will give you the strength to keep moving forward.

*“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan ‘press on’ has solved and always will solve the problems of the human race.” - Calvin Coolidge. So every time you feel like throwing in the towel, remember this famous quote of John Calvin Coolidge Jr., the 30th President of the United States of America. A Republican lawyer from New England he had a quiet but methodical climb up the political ladder,*

Success and riches are not for the weak. You have to be made of strong metal to survive all odds and march on.

*If you can't fly, then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward.*  
~ Martin Luther King, Jr.













**Dr. Rajkumar S. Adukia**

# Author's Profile

## **Dr. Rajkumar S Adukia**

Author of more than 350 books & Global business, Professional Growth and Motivational Coach, NLP Master Practitioner, Thought Leader

Passionate to make anyone Global Speaker, Writer, Entrepreneur, Global Practitioner, Acquiring New Knowledge, Professional Qualifications, Growth in Business & Promotion As CEO.

## **My Profile:**

### **Educational Qualifications**

1. Educational Qualification - B. Com (Hons), M. Com, FCA, FCS, FCMA, LL. B, LL.M, Ph. D, MBA, Dip CG, Dip IFRS (UK), DLL&LW, Dip IPR, Dip in Criminology, Mediation, IP(IBBI), MBF, Dip HRD, Dip Cyber Law
2. All India Ranks - AIR 1st Rank in CA-Inter; AIR 6th Rank in CA-Final; AIR 3rd Rank in CMA-Final, AIR 5th Rank in Mumbai University
3. 20+ Certificate Courses; 75+ Self Development Courses
4. Ex-director - SBI Mutual Fund, BOI Mutual Fund
5. ICAI Central Council Member 1998-2016 and 2022-2025

Dr. Adukia left no stone unturned during his career spanning more than 40 years. He is ever enthusiastic and passionate to mentor, guide and assist in matters of professional growth, self-development and goal fulfillment. He is renowned for his competency in identifying new professional opportunities and accelerating professional growth. His education, skill-set, experience, networking aptitude and a positive go-getter mindset make him a sought after professional. Having addressed more than 100 International Conferences, he has shared his vast experience through training, workshops & professional services with banks, financial institutions, corporate, Government departments and Regulators.