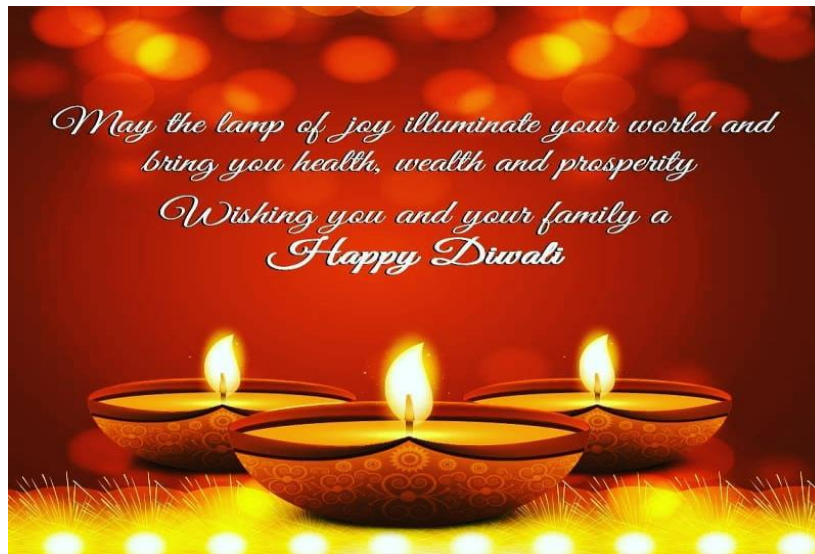


DISCOVER YOUR INNER LIGHT AND ILLUMINATE YOUR LIFE



By



Your Candidate for Central Council Election (ICAI-WIRC) 2021 requesting your FIRST/BEST preference vote to Ballot No. 1 on my credentials and proven record and performance and let us contribute to make India No. 1 economy in world by making contributory services in all levels of economic activities, policy making initiatives through you and ICAI

MY MISSION IS TO TRANSFORM CA PROFESSION - MAKE EVERY CITIZEN ECONOMICALLY POWERFUL & INDIA THE MOST POWERFUL NATION OF WORLD !

MY PASSION IS TO MAKE EVERY CA MEMBER & STUDENT SPEAKER & WRITER !

Author of more than 300 books & Global business, professional growth and motivational coach

Passionate to make anyone Speaker, Writer, Acquiring New Knowledge ,Professional Qualifications ,
Growth in Business & Promotion As CEO

Member IFAC-PAIB committee 2001-2004; Member IFRS SMEIG London 2018-2020

Ex-director - SBI mutual fund, BOI mutual fund, global mediator and international arbitrator

B. Com (Hons), M.Com, FCA, FCS, FCMA, LL.B, LLM(Constitution),Dip CG, MBA, Dip IFRS (UK),
DLL&LW, Dip IPR, Dip in Criminology, Ph. D, Mediation ,IP(IBBI), MBF, Dip HRM, Dip Cyber Law

20+ Certificate courses; 75+ Self Development Courses

Student of : MA(Psychology), MA (Economics), PGD CSR, PGD Crime Investigation

IBBI(RV)+++++

Ranks ALL INDIA 1st in Inter CA; 6th in CA Final; 3rd in CMA Final, 5th in Mumbai University +++

Chairman western region ICAI 1997; Council Member ICAI 1998-2016

Mob: 98200 61049; Email: rajkumar@cadrrajkumaradukia.com

You may read & download my articles from my website:-

www.cadrrajkumaradukia.com

My digital presence:



Introduction

*“asatomāsadgamaya,
tamasomājyotirgamaya,
mṛtyormā'mṛtaṃgamaya”.*

- The BrhadāranyakaUpaniṣad (1.3.28.)

Translated to mean:

From the unreal lead me to the real,

From darkness lead me to light,

From death lead me to immortality.

Deepavali, the festival of lights is celebrated all over India. In some parts of India, it is celebrated to mark the return of Lord Rama to Ayodhya after exile whereas in other parts it commemorates the victory of Lord Krishna over the demon Narakasura. Therefore, it symbolizes victory, righteousness and spiritual illumination. There may be varied reasons for celebration, but the day of celebration is same –it is celebrated on the day of *Amavasya* (the lunar phase of the new moon) in the Hindu calendar month of *Kartik*, in other words on the darkest day of the month. This period of five-day celebration essentially reminds us that just as ‘the festival of lights’ is celebrated on ‘the darkest day of the month’ to mark righteousness and spiritual illumination, we too should awaken and become aware of ‘our Inner Light’ and its power to dispel the darkness of failures, problems and struggles.

The pious period of Diwali gives us impetus to destroy all ignorant, fearful, negative and self-limiting thoughts and light up our life with knowledge, fearlessness, positive and self-empowering thoughts.

Discover your Inner Light and Illuminate your Life!!

Discover ‘The Power of You’

It all starts with ‘You’. A man enters the world alone and he is alone when he leaves it. So do not depend on others for fulfillment 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.

Self-Image impacts many aspects of our lives. Our self-image in our own eyes is the most important determinant of success. Your identity is the fact of being who you are, your beliefs, your likes, your dislikes, your perceptions, your character. Your identity is central to you and controls your growth, if you waver and question your identity, then the growth trajectory also falters.

Discover your ‘Ikigai’ - The Japanese concept of “Ikigai” which means "a reason for being” or “the reason for living”. It is important to find your Ikigai, because discovering it brings satisfaction and meaning to life. Believe in Yourself. Introspect, improve and innovate – challenge yourself and compete with yourself – to rise beyond your potential.

Discover ‘The power of your Thoughts’

No matter how clichéd it may sound – your ‘Thoughts’ are 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. 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. The Bhagavad Gita in Chapter 6, Verse 6 says - “For him who has conquered the mind, the mind is the best of friends; but for one who has failed

to do so, his mind will remain the greatest enemy.” If you decide to be happy – Nothing in the world can stop you from being happy.

A ‘Thought’ is the Alpha and Omega of success. Lord Buddha said ‘what you think, you become’. The way you think of the world, is the way the world will look to you. Get up every morning with good thoughts. All events, dreams, achievements created in this world, are first created in our thoughts. If your thoughts are positive and you have a good reason, then your thoughts/your dreams will come true.

Discover ‘The Power of Relationships’

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 and well-being for yourself too.

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. Value your family associations – your extended family, brothers, sisters, their children, nephews, nieces, uncles, aunts – have deep respect and gratitude for them. Whenever possible try to be of some help in their times of need. True happiness lies in broadening your horizon and your heart.

Life is a network of people, no matter whichever field you are in. You cannot be an achiever in isolation. To experience infinite joy for eternity, do service to others. Serve others with humbleness. You will acquire gratitude and satisfaction in return. And gratitude is the key to everlasting happiness.

Discover ‘The Power of the Law of Attraction’

Albert Einstein famously said that ‘Everything is energy. Match the frequency of the reality you want and you cannot help but get that reality’. “Chi”, an ancient Chinese term, which can be translated as energy is said to be a universal life force that is all-pervasive. This universal energy plays a major role in our life. It is believed that the right thoughts and words can channelize this energy towards positivity, favourable circumstances and success for us.

When our subconscious mind thinks and feels, it determines our attitude and that in turn determines how we capitalize on the opportunities coming our way.

There is a law of attraction which functions in the universe – what you ask for and believe in, is what you receive. So if you truly passionately desire something and have full faith and believe in it 100%, then there is absolutely nothing in this world that can stop you from achieving what you desire and have set your mind to.

Discover ‘The Power of Positive Affirmations’

Power of Positive Affirmations is a concept based on the belief that positive or negative thoughts and words bring positive or negative experiences into a person's life. You attract what you focus on. Always be conscious of your words. What you utter may come to be – so think carefully before you speak. 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 ourself with positive energy.

Fill your mind with positive thoughts. Let there be no place for negativity, gossip, worry and criticism. Negative thoughts are like toxins for the mind and

result in negative words. Always talk positive to yourself. Avoid saying negative things to yourself that limit your thoughts and always give you a dead end. "This will not work," "I don't think I have ever done it that way before," "I can't solve this problem," "There is not enough time" – these kind of phrases you repeat to yourself will hamper your creativity and nip your enthusiasm in the bud.

Discover 'The Power of Managing Emotions'

Emotions are powerful. They determine our outlook to life. 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.

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 'ourselves'. If we understand this one basic fact, we will know that we can control our responses, our behaviour, our words and thereby control our circumstances in our own way.

Discover 'The power of Acceptance'

Sometimes what is...is...and cannot be changed. In times like those it is best to accept what has come your way and go with the flow – and you will be surprised where the flow may take you. Acceptance does not mean compromise. It means to consent to the reality of a situation. Flexibility or adaptability is a gift. The ability to be easily modified, change directions easily when required

and compromise when appropriate, is a quality which people with strength of character possess.

Don't blame outward circumstances for your present conditions. Change is the only constant in life. Accept Change. It is the shortest route to success. Refusing to accept 'Change' in our lives is like refusing to accept that we are growing older – it will still happen anyway. The only permanent thing in this world is 'change' and one who does not change with the times gets left far behind. Acceptance of Circumstances/ Situations/ People all lead to achievement of happiness.

Discover 'The Power of Gratitude'

Happiness isn't about getting what you want all the time. It's about loving what you have and being grateful for it. It is impossible to be grateful and be unhappy at the same time. If you are feeling grateful, you are simultaneously feeling happy. Gratitude is the quality of being thankful. It involves readiness to show appreciation and to return kindness. Always be thankful for whatever or whoever you have in your life – as gratitude comes hand in glove with happiness. As you think feelings of thankfulness and gratitude you get filled up with a positive and promising energy.

Conclusion

So this Diwali don't just decorate your house, decorate your personality

So this Diwali don't just celebrate with family/friends, celebrate the oneness of all

So this Diwali don't just gift others, gift yourself the gift of knowledge

So this Diwali don't just savour sweets, savour the sweetness of speech

So this Diwali don't just buy new things, buy a new 'way of thinking'

So this Diwali don't just light Diya's, light up your life!

