



# Life

## A Promise

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Dear Readers

The Prodigious acknowledgement from the treasured readers of “Life is a Promise” commends me magnificent enthusiasm to publish the second issue.

Our country is making headway towards the fifth strongest economy of the world and I am prideful for that. Undoubtedly engendering generations of our Motherland shall reap benefits out of colossal phenomenon. I stand in need of specifying on a concern area and that is “UNEMPLOYMENT”. The numeral of unemployed youth in our country has hitherto increased to an alarming rate. A substantial number of youth though prepared to work find no room to manoeuvre. They are unemployed for no fault of their own. We can contribute and shoulder this responsibility with the Government, and generate at least one employment each in our own manner and sphere. There are various social prejudices against certain professions. We need to start respecting all professions, and the problem will reduce. Let us triumph over the preconceptions and strive to earn more, generating at least one scope of employment for the youth of this country. As an insurance professional I feel privileged to be a part of the operation adopted by the insurance companies to generate large number of employment through Insurance Agency and also providing the best standard of living to individuals and their families. It is literally true that you can succeed best and quickest by helping others to succeed. The secret of growth is helping others grow.

SO LET US GROW AND HELP OTHERS GROW.

*Nayan Bhowmick*

Nayan Bhowmick

Development Officer

L.I.C. of India, Shillong Branch

*Happy Baisakhi*



*Happy Bihu*



*Happy Ugadi*



## “FINANCIAL PYRAMID”



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**Y**ou would have seen the financial pyramid in the last issue. At the bottom of the pyramid you will find the asset class called PROTECTION. This refers to the earning capacity protection and the products that will appear at this stage of the pyramid are Life insurance, Critical illness insurance and Disability protection insurance. To answer how much insurance a person will require, we can estimate the same by certain scientific methods and one such method is detailed here under.

To one of the wealthy person in the India, I had recommended a ₹200 Crores (2 Billion) insurance cover, and he agreed to buy ₹150 Crores (1.5 Billion) and submitted a proposal for the same amount and the

Insurance company underwrote that proposal and offered him ₹120 Crores cover (1.2 Billion), which he agreed.

Why would anyone need such a huge cover of insurance?

Let us look at an example here:

Let us say a farmer has been nurturing an apple tree for almost 20 years now and he has been getting an yield of 1000 fruits on an average every year from this tree and at the current prices he gets a net profit of ₹10 per fruit. He and his family take care of this tree, nurturing it and doing all that it is needed to keep the tree healthy on a daily basis.

One day the Government of that state orders a take over of that tree for their own purpose. The farmer seeks compensation for that tree from the Government. If you were the adjudicator, how much compensation will you order the government to pay to the farmer's family?

Assuming that the tree's life is for about 100years, for the remaining 80 years of its life at the same rate ₹10,000 net per year, the farmer's family is like to get and income of ₹800000. On this basis you may order the government to pay this amount to take over this tree.

Now the prosecution lawyer says to you, My Lord, this farmer does not deserve this compensation, because he is not a poor farmer, he is rich. He has 3more trees left with him even after we (Government) take over this tree. Will you then change your order? Will you consider that since the farmer is rich, he need not be compensated for this tree or will you revise the amount that instead of ₹800000 it will be sufficient that he paid ₹100000? I don't think you will do that. You will still feel that the Government has



# PROTECTION- THE FOUNDATION

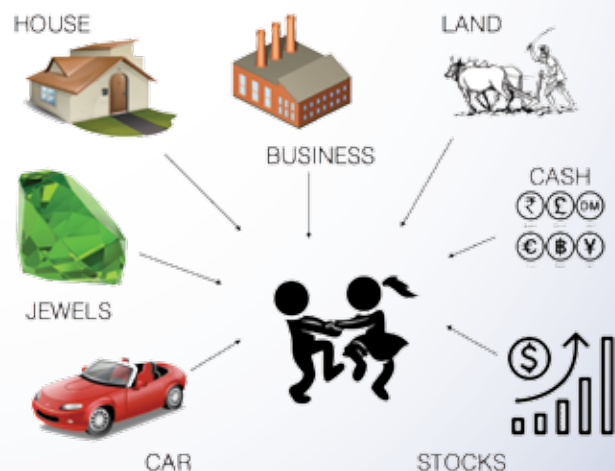
to compensate for the loss of this tree to the farmer, irrespective of how many other trees he owns or his richness.

Look at human beings who are earning income using their potentials. These earnings can get converted into assets for the self and his family.



Every individual owns two types of assets.

Examples of transferable to our beloved are given here under:



There is another asset that we own, that we can use it as long as we live, but can not be transferred to our beloved. This asset is based on 4 endowments that we got:





Let us consider the example of an architect. His knowledge related to his profession and his understanding of his job are all a part of his “INTELLECT”. The way he negotiates his deals, his creativity adding value to the buildings are all a part of his “TALENTS”. The way his customers respect him, and the opinion of other market participants about him or his reputation are all a part of his “BRAND”. The number of years that he been engaged in his profession, including all the complicated issues that he has dealt with, the ups and downs that he has undergone in so many years and the lessons that he has imbibed into him because of this are all a part of his “Experience”.

All the four endowments contribute to his earnings now. He can use them and earn more for himself and his family. But he will not be able to pass on this asset to his children like the assets upon his death. He can train them, teach them and guide them to acquire these 4 endowments, but what he has with him is only his and can not be passed on.

His partners, family members can create various levels of Intellect, Talents, Brand and Experiences for themselves, but can not be able to use any of their father's or Partner's.

We have seen film actors and their siblings or children also join the film industry, but they do not command the same reception from the audience. What they have is of their own. Initially they may get a small break through by their inheritance of the family name, but that lasts for a very short period only.

If God permits this person to use these 4 endowments for the next few years, then the family is also likely to be benefitted in a big way. But if for some reason (say death) if the person does not get that few more years, then the family is deprived of what it was likely to get. If he had got, say, 20 more years of usage, then he would have given his family his existing assets plus what he would earn in those 20 years. But if he happens to die now, then the family have to settle with his existing assets transferred to them by his will. Why should they be deprived of that value?

Even though a person can not transfer this asset (earning

capacity based on the 4 endowments), he can if he wishes, pass on the value of this asset to his beloved one. The only way in which this can be done is by way of life insurance of that value on his own life. If he did get to work for the next 20 years then he would any way create more assets for his family by using these 4 endowments, and if he does not that chance due to his death now, then the family will get the life insurance amount.

**I believe the family members have a right on this value, because in many ways they have contributed to the building go these 4 endowments in him. The family would have let him follow his passion, allowed him to work without worrying about them, allowed him to take the risk in his business, knowing well that such a risk can harm them too, if things do now work the way it was expected. Therefore they are entitled to derive value from these endowments.**

How to estimate the value of these 4 endowments? His intellect, talents, brand and experience. Based on the value that these 4 endowments have created for his family in the present times, we can project the value that these 4 endowments are likely to add in the next so many years, before he actually plans to retire from his occupation.

I had met one builder Mr Prabhakar Reddy a few years before, in process of advising him for life insurance policies. Mr Prabhakar Reddy was then a very important builder of a great standing in the market and was also a very wealthy person. He expressed his feeling that he may not need any life insurance policy, because the family by itself is very wealthy and all their needs can be met easily with the assets like landed properties, bonds, jewels, equities that he has now, even if he happens to die.

I explained him that over an above the landed properties, bonds, jewels, equities and other assets he has now, he also possesses an asset that he can use but can not transfer its ownership to his beloved family. From that point the discussion started, and I had explained the whole of the above write-up, apple tree, 4 endowments, in detail to him. The he asked us how to estimate its value.

This is the data related to Mr Prabhakar reddy.

- MR PRABHAKAR REDDY IS 43 NOW. HE IS THE PROMOTER OF GPR INFRA.
- THEIR FAMILY BUSINESS IS TRADING IN AGRI PRODUCTS, BUT HE MOVED AWAY FROM THAT LINE AND SET UP HIS CONSTRUCTION COMPANY, FOLLOWING HIS PASSION.
- HE HAS WON 2 INTERNATIONAL AWARDS IN THE LAST 5 YEARS.
- HE IS KNOW FOR HIS TIMELINESS AND FINENESS, BOTH OF WHICH ARE RARE QUALITIES TO BE SEEN IN EXECUTING BIG PROJECTS.
- HIS PREVIOUS YEAR NET INCOME WAS `8 CRORES. (80 Million)
- HE PLANS TO RETIRE AT 55 YEARS OF AGE.



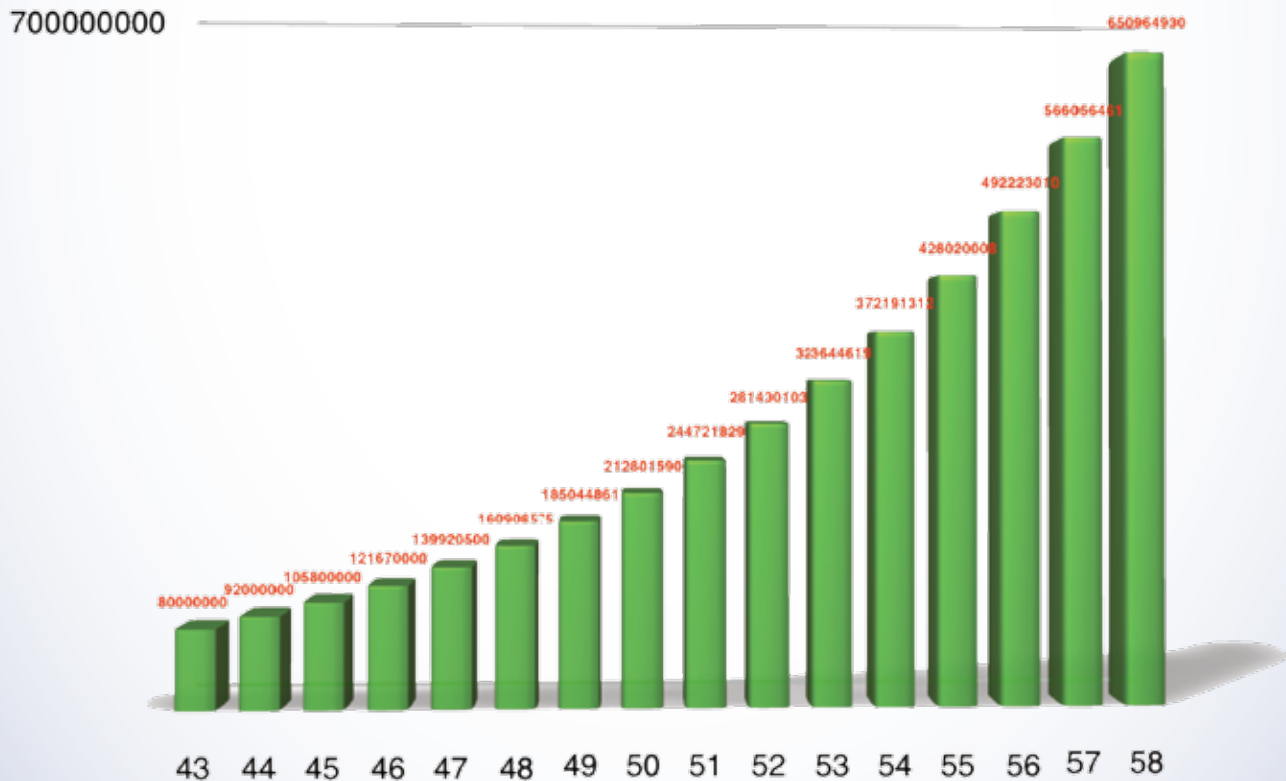
We asked him how much growth does he expect in his business in the coming days, he mentioned that we can easily factor 15% growth on an average year after year. His is foreseeing

good opportunities in the international market for his company.

Based on this data if we project his future income it will appear like this;

AGE	INCOME
43	80000000
44	92000000
45	105800000
46	121670000
47	139920500
48	160908575
49	185044861
50	212801590
51	244721829
52	281430103
53	323644619
54	372191312
55	428020008
56	492223010
57	566056461
58	650964930
<b>PRESENT VALUE @7%</b>	<b>2169749943</b>

THE PRESENT VALUE OF THIS STREAM OF INCOME IS 217 CRORES.



THIS A GRAPHIC DEPICTION OF THE FUTURE EARNINGS.

So I recommended him to propose for a life insurance cover or 200 Crores (2 Billion). After some discussions he agreed to buy 150 Crores cover, after the proposal was underwritten the company agreed to provide a cover for 120 Crores (12 Billion).

The present value is arrived at by discounting the future stream of income @7%, for in those days that was the prevailing safe interest rate. This method of calculating the risk cover needed is called Human Life Value.



# “Coronary heart disease in young Indians – the problem and its prevention”



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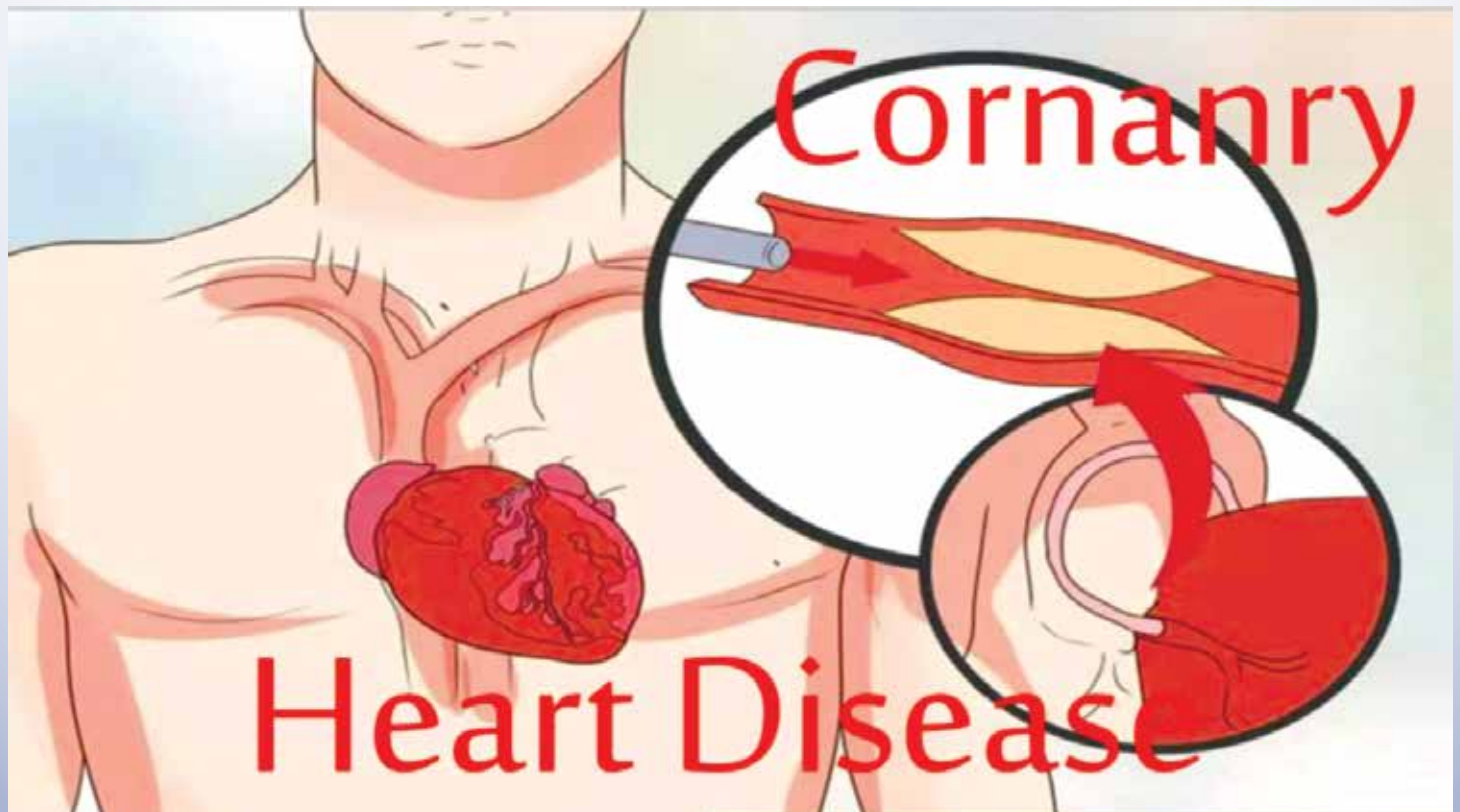
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## **The magnitude of the problem :**

Non communicable diseases (NCD ) are the leading cause of death world wide . As per the WHO report out of 38 million deaths in 2012 , 16 (42% ) million were premature . 17.5 million deaths were due to cardiovascular ( CV ) diseases . 75 % of these deaths occurs in low and middle income countries . Indians get the first heart attack ( MI ) 10 years earlier than the western population ( Mean age 53 years versus 63 years ) . Asian Indians have 3- 4 times higher risk of coronary heart disease (CHD ) risk than Americans , 6 times higher risk than Chinese , 20 times higher risk than Japanese population . Four people die of heart attack in every minute in our country between age group of 30 and 50 years . 25 % of the heart attacks occurs at age < 40 years . Approximately 900 young people die in India every day because of heart disease .

## **The risk factor concept :**

The exact cause of CHD is yet to be defined . Presence of some identifiable factors shifts the population towards higher risk of development of CHD . These factors are called “risk factors “ . Presence of many of these risk factors have a multiplier effect on the risk of heart attack . INTER –HEART study has pointed that 9 risk factors could explain 90 % of the first heart attack risk . These risk factors are smoking , abnormal lipid ( cholesterol ) level , high blood pressure , diabetes , abdominal obesity ( apple body ) , psycho social stress , low intake of fruit and vegetables , physical inactivity and alcohol consumption . Chewing tobacco , smoking and ApoB/ Apo A ratio are particularly more important in Indians . Family history of premature CHD as defined by presence of heart disease in male first degree relative at age less than 55 years and female first





degree relative less than 65 years , high Lp(a) , high homocysteine level are also important . Job stress , night shifts , irregular shift duty schedule , decreased sleep duration , poor quality of sleep , impaired fasting glucose , binge drinking of alcohol are increasingly being seen in young heart attack population . The problem is that these heart attacks often occurs in LAD and RCA artery supplying a large amount of heart muscle. In acute heart attack the dictum is “ time is muscle “ . For every minute delay in establishing the blood flow in the occluded artery is associated with higher mortality and morbidity . Timely administration of aspirin and either clot buster injection or primary angioplasty ( ballooning ) saves heart muscle. This prevents death , prevents heart failure and device (ICD) implantation .

#### **Population based approach**

10 non communicable disease(NCD) targets adopted by Govt of India is a timely approach to contain the CV epidemic .

These targets are (1)25% reduction in premature CV death., (2)10% reduction in population consumption of alcohol , (3) 10 % reduction in physical inactivity (4) 30% reduction in salt consumption (5) 30% reduction in tobacco consumption (6) 25 % reduction in blood pressure prevalence (7) Halt diabetes and obesity (8) 50 % population to receive drug and counseling (9) 80% availability of generic drugs (10) 25% reduction in smoke exposure. These are achievable 5 year targets . Theses will go a long way to save more lives .

#### **Case based approach**

Once the patient develops symptoms of heart attack , he should be rushed to the nearest well equipped centre where ECG can be done and interpreted within 10 min of arrival . This is important . Persons



with ECG changes of ST segment elevation MI ( heart attack ) are benefitted with immediate opening of the blocked artery . Primary ( acute heart attack ) angioplasty performed through the radial ( wrist ) artery is the first choice . If not available in the centre or there are cost issues one should receive the clot buster injection . If there are changes of non ST segment elevation MI , patient should be admitted and treated with medications as per the guidelines .

#### **Public private partnership**

Health care is becoming costly across the globe . Health is dual subject and both central and state has to participate in the healthcare delivery . Most important player in the tertiary level health service are large govt hospitals , private practitioners and the corporate hospitals . There should be cooperation between Govt and private hospitals and integrated healthcare delivery system should be built at every subdivisional level in the country . Integrated ambulance service will provide a quick delivery of pre hospital thrombolysis and or transfer to the nearest cardiac centre in a time bound manner . Regional acute angioplasty programmes should be set up so the the patient could be quickly transferred to the nearest 24/7/365primary angioplasty capable centre . Health education ,particularly identifying and treating the risk factors has maximum low cost high yield potential . School teachers can take part in imparting preventive health practice and teaching cardiopulmonary resuscitation ( CPR ) . All malls and highly populated offices , buildings , public gathering should have public access defibrillators for quick delivery of shock .

Initiative from the policy makers , state and central govt , increased private public partnership ,executing an efficient ambulance programme would save more Indians from this deadly disease .



**A Non-linked,  
with-profit,  
limited premium  
payment  
money back life  
insurance plan**

**Plan No: 848  
UIN: 512N316V01**



# Line of Activity



“The *difference between what we are doing and what we are capable of doing will solve most of the world’s problem.*” – Mahatma Gandhi

On most Occasions we underestimate our capabilities and get trapped, enslaved by the routine. On one hand if we scrutinize our entity as a student or a professional and on the other hand our regime or customary type of activities, we will realize that we simply need to do some fine tuning. And this eventually lessens the difference between our capabilities and what we practice in reality. The outcome is definitely extraordinary upshot in our school, in college and in work place. It’s not that we don’t want outstanding results in our respective assignment it’s just that knowingly or unknowingly we tend to partake in routine type jobs and activeness. As luck would have it we keep ourselves in captivity. In the domain of our engagements we all aspire to sweep the highest goal i.e as a student we fancy for good marks may be the topper, as a sports person we desire to be the highest ranked player, as a professionals nevertheless as an entrepreneur we nurture set of splendid targets to achieve. Let me try to reveal relevant facts on self realization and it’s process to be included into our activities to actualize our dreams. I find a subtle difference between fulfilling our mission and reaching out max potential.

The Mechanism to achieve a definite goal what should be our Line of Activity. During the time we focus on our Line of Activity, we

have to strengthen ourselves on two dimensions of Line of Activity. The two dimensions of Activity are Quality and Quantity. Now lets us go into the details.....Speculate, that I decide to score 90% marks in economics. This 90% marks is the QUANTITY aspects of my LOA. Here and now to score 90% marks, which books I have to read, the journals I have to go through, the sites I have to surf, the notes I have to prepare, are the components that belongs to Quality dimension of my LOA. These activities to resolve my LOA is cardinal because, if I fail to settle my LOA, I shall fall short of the goal which is predetermined and a remarkable star for me. It is not that we do not have our LOA, instead often we fall short of essential qualities of action. I have named the given figure as Variable Line of Action. LOA will be dissimilar for different persons for the same goal and obviously non-identical for different sets of goals. So raises the necessity for deciding our LOA for a particular achievement. It’s a trend in general that we perform or engage ourselves with the activities which are far below our LOA levels, these inferior activities can be termed as RED-STAR ACTIVITIES (RSA). In the given figure the Red Star Activities are far below the LOA lines and it’s never possible to achieve expected goals by practicing these types of activities. It’s a noticeable fact that we usually expect to achieve the higher altar by performing Red Star Activities as these types of activities are within our comfort zone. In reality we rest in illusion and increase the distance between what we are doing and what we are born or capable for, thus going far away from our dream level of achievement. Knowingly or unknowingly we are always in search of some ideas by which in-spite of being trapped in the RSA we can achieve highest level of outcome. Consequently followed by useless routine activities it so happens that though capable to touch our dreams LOA we concentrate on Red Star level of activities which are much inferior to our respective LOA.” Those who have the habit of straying can never reach the goal” says SIR GOPINATH. Supposedly we strike the goal by straying it is a predominant case of “Luck by Chance”.

We are subjected to rethink, revisit and analyze our LOA and also the tasks that we are carrying out now. We cause to upscale our inputs, change and develop our resources, implement







or adopt new formula and strategy systematically. We must reward ourselves to complete a pre-decided task in a pre-decided time. We should try to rectify ourselves for if we fail to act. Slowly, in a planned sequence we shall shift all our Red Star Activities to Green Star Activities (GSA) by stepping up our Quality of resources and actions. Green Stars are much above my LOA. I have to execute those things which I do not like to do. Winners have a habit to do those activities which the failures shun at. Champions form a habit to exercise on actions even if they do not like to and consciously they make these spontaneous “not liking to do” practice inevitable.

In this context I would like to mention that I had an opportunity to meet Mr. Derek Mils, the very young author and internationally famed speaker in a convention. In his speech and his book “The 10 Seconds Philosophy” he reveals one of his life events.

“One cold morning my mother handed me a large gray duffle coat belonging to my older brother, Floyd. He’d outgrown it and my coat had outworn its usefulness. I was told this was my coat now on. As children we knew our parents were poor and were used to band-me-downs, but I really disliked that coat and didn’t want to wear it. You see, it was a coat a 12 year old would wear, yet I was only 9, and it was too big for me! My objections were evidently not enough and I wore the coat to school that day. When the other kid saw me in this surprised garment they made fun of me, as I

knew they would. The torture lasted a few days, but then I noticed something. They stopped laughing and just accepted me with my oversized coat, with its overlong sleeves and hood so big it flopped to one side. Before long, I got used to the coat too. I began to like it and walked around in it as if it were Superman’s cape.”

What coat do we come across hanging on the hook... marking time until we are good enough or big enough? What we have incorporated out there in our future if deferred to make us happy and successful one day so that in which we could dressed in today.

Now, getting into that coat was just like elevating or positioning a new standard, a new LOA. We have to search for new standards in every spirit and in utmost test of opposition. Stepping into a larger arena of existence is possible only by adorning ourselves with a new LOA, like the new-old coat of Derek Mils. If we higher the altitude of our resources we can set a higher standard in every sphere of achievements.

World makes space for us when we enhance the Quality of life and contribute to the realization of our dreams and aspirations. We need deliberate practice and training to turn knowledge into wisdom. Growth in ourselves eventually leads us to new opportunities, and it will only arrive when we grow into the person who is ready for them.



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