



# Life

## A Promise

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## *Warm Greetings to our respected readers!*

In the ever-evolving landscape of knowledge and experience, the question we must frequently ask ourselves is: **Are we truly growing in our learning curve?** Growth is not merely about accumulating information but about the depth of understanding, adaptability, and application in real-life situations.

A learning curve represents the journey of acquiring and mastering new skills, gaining insights, and refining our perspectives. It is characterized by challenges, moments of realization, and the ability to turn failures into stepping stones. Growth in this curve is not linear; it requires persistence, self-reflection, and continuous effort. How to measure our progress:

**Curiosity and Adaptability:** Are we still eager to learn? Are we open to change and willing to step out of our comfort zones?

**Application of Knowledge:** Are we implementing what we learn in practical situations, or are we merely passive consumers of information?

**Resilience in Learning:** Do we embrace failures as part of the learning process, or do setbacks discourage us?

**Mentorship and Collaboration:** Are we engaging with mentors, sharing knowledge, and learning from others?

**Innovation and Creativity:** Are we using our learning to think differently, solve problems, and create new possibilities?

At times, we might feel stagnant, as if we are not progressing. Recognizing these moments is crucial. The key to overcoming plateaus is to challenge oneself with new goals, explore diverse perspectives, and maintain a learner's mindset.

True growth lies in lifelong learning. Whether in professional endeavours, personal development, or societal contributions, those who remain students of life continue to expand their horizons. The world changes, and so must we.

So, as we navigate our journey, let's ask ourselves: Are we moving forward, deepening our understanding, and evolving continuously? The answer should always inspire us to seek more, learn more, and be more.

Because learning is not just a phase—it's a promise to oneself.

Wishing you all a Happy Vaishakhi, Happy Ugadi, Happy Bihu.



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# Artificial Intelligence and Its Applications Across Different Fields

Artificial Intelligence (AI) is rapidly transforming industries, enhancing efficiency, accuracy, and automation in ways that were once considered science fiction. AI is a branch of computer science that enables machines to perform tasks that typically require human intelligence, such as learning, reasoning, problem-solving, and decision-making. Over the past few decades, AI has evolved from theoretical research to practical applications that impact almost every aspect of our lives. From healthcare to finance, education to transportation, AI is being integrated into various sectors to streamline processes and improve outcomes. Its ability to process vast amounts of data, identify patterns, and make predictions has made it an indispensable tool for businesses, governments, and individuals.

One of the most significant applications of AI is in healthcare, where it is revolutionizing diagnostics, treatment planning, and drug discovery. AI-powered medical imaging systems analyze X-rays, MRIs, and CT scans to detect diseases such as cancer at an early stage, improving patient survival rates. Machine learning algorithms assist doctors in diagnosing conditions by comparing symptoms with large datasets of medical records. AI is also helping in personalized medicine, tailoring treatments based on a patient's genetic profile and medical history. Virtual health assistants, powered by AI, provide round-the-clock medical advice, reducing the burden on healthcare professionals and improving patient engagement. In the field of drug discovery, AI accelerates the development of new medicines by analyzing molecular structures

and predicting their effectiveness, significantly reducing the time and cost of bringing new drugs to market.

The financial sector has embraced AI to enhance security, automate trading, and improve customer experiences. AI-driven fraud detection systems analyze transaction patterns in real time, identifying suspicious activities and preventing financial crimes. Investment firms use AI-powered predictive analytics to forecast market trends and execute trades at optimal times, maximizing returns. AI is also transforming banking operations by automating credit scoring and loan approvals, ensuring fair and data-driven decisions. Customer service in the financial industry has improved with AI chatbots handling inquiries, resolving issues, and providing personalized financial advice. These advancements have made banking more accessible and efficient, benefiting both financial institutions and customers.

Education has undergone a significant transformation with the integration of AI-driven tools and platforms. AI-powered adaptive learning systems customize educational content to suit individual learning styles, helping students grasp concepts at their own pace. Automated grading software saves educators valuable time by assessing assignments and exams with high accuracy. AI-driven virtual tutors provide instant feedback and additional explanations, ensuring students receive personalized support outside the classroom. In higher education, AI helps universities optimize admissions processes by analyzing applicant data and predicting student success rates. AI is also being used in research,





assisting scholars in analyzing complex datasets, identifying trends, and generating insights. The impact of AI in education is profound, making learning more engaging, interactive, and efficient.

The manufacturing industry has experienced a revolution with the introduction of AI-powered automation and robotics. Smart factories equipped with AI-driven predictive maintenance systems can anticipate machine failures before they occur, minimizing downtime and reducing operational costs. AI-powered robots perform repetitive tasks such as assembly, packaging, and quality control with precision, increasing production efficiency. Computer vision systems inspect products for defects, ensuring high-quality standards are met. AI also optimizes supply chain management by forecasting demand, managing inventory, and streamlining logistics. By enhancing productivity and reducing human error, AI has significantly improved the efficiency and profitability of the manufacturing sector.

In the field of transportation, AI is playing a pivotal role in making travel safer, more efficient, and environmentally friendly. Autonomous vehicles, powered by AI and machine learning, analyze real-time data from sensors, cameras, and GPS to navigate roads with minimal human intervention. Companies like Tesla and Waymo are at the forefront of self-driving technology, aiming to reduce traffic accidents and improve mobility. AI is also optimizing traffic management by analyzing congestion patterns and adjusting traffic signals in real time, reducing travel delays. Logistics companies leverage AI to optimize delivery routes, reducing fuel consumption and operational costs. Public transportation systems are using AI to enhance route planning, ensuring timely and efficient services for commuters.

Retail and e-commerce have seen remarkable advancements due to AI, revolutionizing the way businesses interact with customers. AI-driven recommendation engines analyze user behavior to provide personalized product suggestions, increasing customer engagement and sales. AI chatbots assist shoppers by answering queries, offering product recommendations, and handling transactions seamlessly. AI-powered inventory management systems predict demand fluctuations and optimize stock levels, reducing waste and improving profitability. Visual search technology allows customers to find products using images, enhancing the shopping experience. AI-driven marketing campaigns analyze customer preferences and behavior, enabling businesses to target audiences with personalized advertisements.

The entertainment industry has been transformed by AI, influencing content creation, distribution, and consumption. Streaming platforms such as Netflix, Spotify, and YouTube use AI-powered algorithms to recommend movies, music, and videos based on user preferences. AI-generated content, including music compositions, scriptwriting, and digital artwork, is gaining popularity. Deepfake technology, though controversial, is being utilized in filmmaking and advertising to create hyper-realistic visual effects. AI-powered sports analytics help teams analyze player performance, develop strategies, and predict match outcomes. AI is also being used in video game development to create dynamic and adaptive gaming experiences, enhancing player engagement.

Agriculture has greatly benefited from AI-driven innovations, improving efficiency, sustainability, and productivity. AI-powered

precision farming techniques use sensors, drones, and machine learning to monitor soil conditions, weather patterns, and crop health. This data-driven approach enables farmers to optimize irrigation, fertilization, and pest control, leading to higher yields and reduced resource wastage. AI-driven robotic systems automate tasks such as planting, harvesting, and sorting produce, reducing labor costs and increasing efficiency. AI-powered disease detection models analyze images of plants to identify signs of infections, allowing for timely interventions. By leveraging AI, the agricultural sector is addressing food security challenges and promoting sustainable farming practices.

## **Generative AI and Agentic AI: Transforming the Future of Intelligent Systems**

Artificial Intelligence (AI) has evolved beyond conventional machine learning models, giving rise to more advanced forms of intelligence such as Generative AI and Agentic AI. These innovations are revolutionizing industries by enhancing creativity, automating complex decision-making, and enabling more autonomous systems. While Generative AI focuses on producing new content—whether it be text, images, music, or simulation.

### **Understanding Generative AI:**

Generative AI refers to AI models capable of producing new, human-like content by learning from vast amounts of existing data. These models, such as OpenAI's GPT series, Google's Bard, and DeepMind's AlphaCode, can generate natural language, create digital artwork, compose music, and even develop software code. Unlike traditional AI, which primarily analyzes and classifies data, Generative AI is designed to synthesize information and create novel outputs that mimic human-like creation.

This technology operates using deep learning models like Generative Adversarial Networks (GANs) and Variational Autoencoders (VAEs). GANs consist of two competing neural networks—a generator that creates data and a discriminator that evaluates its authenticity—leading to increasingly refined outputs. Meanwhile, VAEs learn latent representations of data to generate new samples, making them valuable in applications like image synthesis and drug discovery.

### **The Power of Agentic AI**

Agentic AI is a paradigm shift in artificial intelligence, focusing on systems that exhibit independent decision-making, adaptability, and goal-oriented behavior. Unlike traditional AI, which follows pre-defined instructions, Agentic AI dynamically interacts with its environment, assesses situations, and autonomously determines actions. This form of AI can function with minimal human intervention, making it suitable for areas requiring real-time decision-making, such as robotics, automated negotiations.

Agentic AI often incorporates reinforcement learning, self-learning mechanisms, and multi-agent collaboration, enabling it to function in highly dynamic and unpredictable environments. From self-learning financial advisors to autonomous drones conducting rescue operations, Agentic AI is paving the way for machines that operate with enhanced problem-solving capabilities.

### **Applications of Generative and Agentic AI in Various Fields:**





## Healthcare

Generative AI is transforming medical research by accelerating drug discovery, assisting in medical imaging, and generating synthetic patient data for research while preserving privacy. AI-driven tools can predict protein structures, design new pharmaceuticals, and simulate human tissues for preclinical testing. Meanwhile, Agentic AI enhances robotic-assisted surgeries, optimizes hospital operations, and provides adaptive treatment plans tailored to a patient's condition in real time.

### Creative Industries and Media:

The impact of Generative AI is most evident in the creative industries, where it is redefining content creation. AI-generated art, music, and writing tools allow creators to push boundaries, producing unique content at an unprecedented scale. From AI-generated movie scripts to hyper-realistic virtual environments, Generative AI is a game-changer in entertainment. Agentic AI complements this by personalizing content recommendations, dynamically adjusting narratives in video games, and managing digital.

### Finance and Autonomous Decision-Making

Generative AI is being used to simulate market trends, develop predictive financial models, and generate automated reports. AI-generated financial insights assist investors in making data-driven decisions. Meanwhile, Agentic AI is revolutionizing high-frequency trading, risk assessment, and fraud detection by autonomously analyzing transactions and adapting to market fluctuations in real time.

### Cybersecurity and Threat Detection

Both Generative AI and Agentic AI play crucial roles in cybersecurity. Generative AI is employed to create synthetic cyberattack scenarios, helping security experts prepare for potential threats. Additionally, it is used to develop robust encryption algorithms and generate realistic phishing simulations to train employees. Agentic AI takes cybersecurity to the next level by autonomously monitoring networks, identifying anomalous behaviors, and responding to cyber threats without human intervention.

### Scientific Research and Exploration

In the realm of scientific discovery, Generative AI assists in simulating complex physical and chemical reactions, aiding research in materials science, climate modeling, and space exploration. AI-generated simulations allow scientists to test hypotheses in virtual environments before conducting real-world experiments. Agentic AI, on the other hand, is crucial for autonomous space missions, enabling AI-driven rovers and satellites to navigate extraterrestrial landscapes, collect data.

### Law, Ethics, and Governance:

Legal professionals are leveraging Generative AI to draft contracts, analyze case law, and generate legal arguments. AI-powered legal assistants save time by summarizing

documents and predicting case outcomes based on historical data. Meanwhile, Agentic AI is being explored for automated dispute resolution, real-time compliance monitoring, and adaptive law enforcement, helping legal systems operate with greater efficiency and accuracy.

### The Challenges and Ethical Considerations:

Despite the remarkable potential of Generative AI and Agentic AI, they also present significant challenges. The rise of deepfake technology raises concerns about misinformation and authenticity. AI-generated content can be used to manipulate public opinion, create fraudulent identities, and spread disinformation. Furthermore, the ability of Agentic AI to make independent decisions introduces risks related to accountability and ethical responsibility. The lack of transparency in AI decision-making process...

Governments and AI researchers are actively working on regulatory frameworks to ensure responsible AI usage. Establishing guidelines for transparency, data privacy, and ethical AI development is essential to mitigating risks associated with these powerful technologies.

### The Future of AI-Driven Innovation

Generative AI and Agentic AI represent the next frontier in artificial intelligence, bringing unprecedented capabilities to industries ranging from healthcare and finance to entertainment and scientific research. As AI systems become more autonomous and creative, they will unlock new opportunities for innovation while posing new ethical and governance challenges. Ensuring that these technologies are harnessed responsibly will be crucial in shaping a future where AI enhances human potential rather than rep...

Despite its numerous benefits, AI also raises ethical concerns that must be addressed to ensure its responsible use. Data privacy and security are major issues, as AI systems rely on vast amounts of personal data to function effectively. Ensuring that AI algorithms are fair and unbiased is another challenge, as biased data can lead to discriminatory outcomes. The automation of jobs through AI has raised concerns about unemployment and workforce displacement, necessitating the development of reskilling programs to prepare workers for AI-driven industries. Governments and organizations are working on establishing regulatory frameworks to ensure AI is used ethically and transparently.

Artificial Intelligence is undeniably shaping the future, transforming industries, and improving lives. Its applications span across healthcare, finance, education, manufacturing, transportation, retail, entertainment, and agriculture, demonstrating its vast potential. While AI presents challenges that must be carefully managed, its benefits far outweigh its drawbacks. As AI technology continues to advance, it is crucial to adopt responsible AI practices to maximize its positive impact on society. The future of AI is filled with possibilities, and its integration into various fields will continue to drive progress, innovation, and efficiency.



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# WHAT ARE GOOD ASSETS?

life, may, when effecting the policy or at any time before the policy matures for payment, nominate the person or persons to whom the money secured by the policy shall be paid in the event of his death:

*Provided that, where any nominee is a minor, it shall be lawful for the policy holder to appoint in the prescribed manner any person to receive the money secured by the policy in the event of his death during the minority of the nominee.*

When we need cash we need it. An asset that can not serve this purpose is not a good asset, from a personal point of view. Asset is what we own. That means a good asset must have three qualities 1) Transferability 2) Transparency 3) Granularity (Divisibility).

Let us look at the first quality “Transferability”. Can the ownership of an asset be transferred to another? If so can it be done easily? Will it involve additional cost?

You would have come across cases of big immovable properties which are suffering a dispute of title and hence have been sealed off, not being of any use to any of the heirs to that asset. You would also have heard of rifts in families upon dividing the wealth of the deceased father or mother.

A person works hard for a number of years and earns money and buys an asset, he has a purpose for the asset, he also hopes to pass the asset on to someone in the family, whom he thinks deserves it. But in reality it does not happen so always. Somebody else takes over that asset, or claims that asset as his, and the rightfully deserving person is deprived of that asset or suffers inordinate delay to take possession of it.

Law has always made special provisions for life insurance policies as a distinct class of asset, let me now elaborate on this. We need to look into these three ways in which Life insurance policies as an asset can be passed on to others easily.

- 1) Under Sec 39 of Insurance Act 1938, by effecting Nominations.
- 2) Under Sec 38 of Insurance Act 1938, by Assigning the policy.
- 3) Under Sec 6 of MWP act 1874.

Let us discuss each one of these provisions in detail to understand the “Transferability” quality of the asset called “Life Insurance Policy”.

A life insurance policyholder can nominate a person to receive the policy monies in case he happens to die during the term of the policy. A provision for this is made in Sec 39 of Insurance act 1938. Let me quote sec 39(1),(2),here,

**39. (1) The holder of a policy of life insurance on his own**

(2)Any such nomination in order to be effectual shall, unless it is incorporated in the text of the policy itself, be made by an endorsement on the policy communicated to the insurer and registered by him in the records relating to the policy and any such nomination may at any time before the policy matures for payment be cancelled or changed by an endorsement or a further endorsement or a will, as the case may be, but unless notice in writing of any such cancellation or change has been delivered to the insurer, the insurer shall not be liable for any payment under the policy made bona fide by him to a nominee mentioned in the text of the policy or registered in records of the insurer..

(The following amendment made in 2015 to the Insurance Act brought in the concept of beneficial nominees)

(7)Subject to the other provisions of this section, where the holder of a policy of insurance on his own life nominates his parents, or his children, or his spouse and children, or any of them, the nominee or nominees shall be beneficially entitled to the amount payable by the insurer to him or them under sub-section (6) unless it is proved that the holder of the policy, having regard to the nature of his title to the policy, could not have conferred any such beneficial title on the nominee.

Nomination can be effected on the policy by the policy holder who is also the life assured himself. For example a father (policyholder) taking out a policy in the name of his child (life assured), can not effect a nomination on that policy.

What is the advantage of a nomination?

The main advantage of the nomination is that at the time of receiving the policy monies, the nominee need



not prove her eligibility to receive it, all that is required is to prove her identity. This can be easily done, by a witness in the claim form.

The procedure is quite simple.

The policyholder even after effecting the nomination, still is in control (ownership) of the policy.

A discharge received from the nominee upon receipt of the policy monies from the company, is considered to be a valid discharge (relieves the life insurance company from the contract). Please read this along with the paragraph denoted\*\* of this article.

Points to ponder upon:

A nomination once effected can be changed subsequently by the policyholder. All that is required is an intimation to the life insurance company in a specified format, duly witnessed.

There are some exceptions made by individual companies to this rule, like if a loan is raised on the policy with the life insurance company itself, the assignment made for this purpose does not nullify the existing nomination under the policy, and even after the repayment of the loan and the policy gets reassigned to him, he need not effect a fresh nomination if he does not want to change this one. Some companies make exceptions even for loans availed from their housing finance companies under the same corporate group.

If the policy was issued where the life assured is a minor with a condition that the policy will “Automatically Vest” when he (the child) becomes 18 years of age, then he can now effect nomination on the policy, because till then, his father being the policyholder, he would not be able to nominate a person to receive the policy monies.

Can there be multiple nominees under one policy? Yes, with specified shares to receive the policy monies.

Can a minor be appointed as a nominee? Yes, a minor child can be nominated, only that simultaneously an appointee has also to be appointed so that in case of death of the policyholder during the minority of the nominee, the appointee can receive the money and provide a valid discharge (of obligation) to the life insurance company. However when the nominee becomes a major person (completing 18 years of age) the appointment of the

appointee gets cancelled automatically, no notice of intimation need to be served to the insurance company.

\*\*While nomination has its merits, one must realise that a nomination can not take away the rights of a legal heir. A nomination is a facility made to ensure speedy settlement of the claim, without having to insist of documents to prove the heirship. A nominee therefore has the right to receive the monies, but the ownership of that monies will still be with the legal heirs.

Meaning that before the settlement of the claim, a legal heir(s) to the deceased policyholder can intimate to the insurance company their stake in the claim and prove it to the satisfaction of the company, then they can get the claim settled in favour of themselves irrespective of the nomination existing under the policy.

But if such a claim is not staked before the settlement of the claim to the nominee, then the legal heir can not hold the company liable under that policy as such because the company has got a valid discharge from the nominee chosen by the policyholder himself.

All these conditions therefore indicate that the client must select a good trustworthy agent to serve him, who will guide him properly on these issues and help the monies go only to the correct person intended by the policyholder. A professional insurance agent also ensures a periodic review of the title under a policy so that if any claim arises then the claimant gets the monies promptly without any delay or having to be subjected to various formalities and documentations.

The policyholder must also ensure that he gets an acknowledgement from the insurance company on receipt of the nomination or change of nomination forms. The nominees can then be rest assured about the registration, otherwise can cause unnecessary formalities during the settlement of claims.

Wherever I have used the word his, we can read it as his/her and so also he interchanged with he/she and so also himself as himself/herself.

Next issue we will see some interesting provisions related to the assignment (transfer of rights) of life insurance policies.





# “YOGAKSHEMAM VAHAMYAHAM”

## (योगक्षेमं वहाम्यहम्)



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Two men were laying bricks. When asked what they were doing, the first man said, 'I'm just laying bricks to make a living.' The second man smiled and said, 'I'm building a temple that will stand for generations.' The difference? One saw a job, the other saw a mission. In our profession, are we just selling policies, or are we building financial security for generations?

The phrase “Yogakshemam Vahamyaham”

(योगक्षेमं वहाम्यहम्) is derived from Bhagavad Gita (9.22) and is also the motto of LIC of India.

Meaning:

- Yoga (योग) – The attainment of what is not yet possessed (acquisition).
- Kshema (क्षेम) – The protection and preservation of what is already attained.
- Vahamyaham (वहाम्यहम्) – “I carry” or “I take responsibility”

### Full Verse from Bhagavad Gita (9.22):

“Ananyāśh chintayanto mān, ye janāh paryupāsate

Teshām nityābhīyuktānām, yoga-kshemaṁ vahāmyaham”

### Translation:

“To those who are ever devoted to Me and worship Me with love, I ensure the acquisition of what they lack and the preservation of what they have.”

### LIC of India Motto:

“Your welfare is our responsibility.”

LIC adopted this phrase to signify that they take care of people’s financial security, ensuring both wealth creation (Yoga) and protection of assets (Kshema).

### Yogakshemam Vahamyaham: A Guiding Principle in Financial Life Planning

The phrase “Yogakshemam Vahamyaham” (योगक्षेमं वहाम्यहम्) originates from the Bhagavad Gita (9.22) and is the motto of LIC of India. It means:

- Yoga (योग) – The attainment of what is not yet possessed (wealth creation).
- Kshema (क्षेम) – The protection and preservation of what is already attained (wealth security).
- Vahamyaham (वहाम्यहम्) – “I take responsibility”

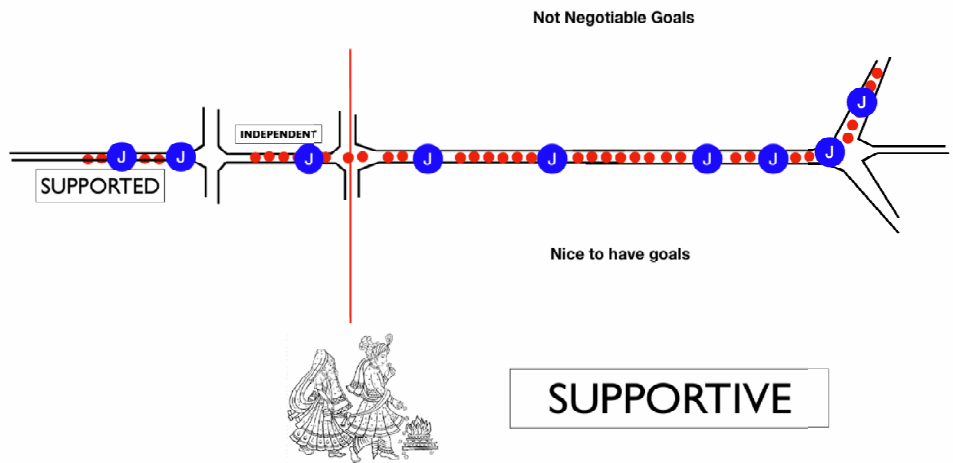
In the context of financial life planning, this principle ensures a balanced approach to wealth creation and protection, securing financial well-being for individuals and families.

### 1. Yoga (Wealth Creation – Growth Phase)

Financial planning starts with building wealth to fulfill future goals. This involves:

- Savings & Investments – LIC policies, term deposits etc. for predictable goal and predictable return. Mutual funds, stocks, and real estate etc. for aspirational level lifestyle and return.
- Income Growth – Career advancements, business expansion, and skill development.
- Financial Discipline – Budgeting, saving, and consistent investing for long-term security.

### MAP OF LIFE



One of the fundamental principles of wealth management is: **“Draw the map before you start the journey.”**

In the figure above, we have illustrated the Map of Life. This map contains small red circles and larger blue circles. The red circles represent the financial requirements we can manage with our regular earnings. However, the blue circles, particularly in the supportive stage of life and during retirement, signify non-negotiable goals—milestones that require careful financial planning.

These non-negotiable goals may include:

- Providing world-class education for our children
- Arranging a grand and auspicious marriage for them
- Building our dream home
- Securing a settling-down capital for our children
- Creating a debt-free retirement fund for ourselves

Achieving these goals requires assets, which can only be built through regular savings. The key to accumulating wealth is not merely the rate of return on investment but the discipline of consistent saving. Even a small amount, saved consistently—daily, weekly, monthly, or yearly—can lead to significant wealth over time.

This principle follows a structured approach:

1. First, we draw the map – defining our financial journey
2. Identify our non-negotiable goals – setting clear, essential milestones
3. Start saving regularly – ensuring disciplined financial growth



Regularity is a fundamental rule that governs many aspects of life:

- Regular exercise leads to the wealth of good health
- Regular reading enriches us with the wealth of knowledge
- Daily prayers bring us the wealth of spiritual blessings
- Consistent practice hones our skills in any sport or profession

The same principle applies to **financial well-being**—constant and regular effort is essential to achieving our non-negotiable financial goals.

As the philosophy of YOGA states: “**The attainment of what is not yet possessed**”—wealth creation follows this principle. Only **growing, predictable, and well-planned** assets can help us achieve our essential financial goals, ensuring security both in our presence and in our absence.

It is like **offering water or milk drop by drop on Lord Shiva’s head**—a flawless, continuous pursuit toward the ultimate goal.

## 2. Kshema (Wealth Protection – Security Phase)

Wealth creation and protection is to be done simultaneously. Protection of our earning capacity and the wealth that we already created for future, must be protected through proper planning:

- Insurance (Life & Health) – Protection against death, disability, or medical emergencies
- Retirement Planning – Ensuring financial independence post-retirement.
- Estate & Succession Planning – Securing wealth for future generations.
- Risk Management – Diversification to avoid financial setbacks.



One of the fundamental governing principles of wealth management is the Financial Pyramid. A pyramid is the most stable structure in the world, and it is always constructed from the bottom up, tapering step by step to the top.

The first stage of the Financial Pyramid is Protection. This refers to the protection of one’s earning capacity. Protection of our dreams and aspirations. Human beings generate income using their potential, and this potential can be converted into assets for themselves and their families.

The assets we have earned or inherited so far can be classified into two categories:

- 1) Transferable Assets – These can be transferred to our loved ones, such as houses, businesses, land, jewelry, cash, cars, stocks, etc.
- 2) Non-Transferable Assets – These can be owned and used during one’s lifetime but cannot be transferred to others.

These assets are built upon four key endowments: talent, brand, intellect, and experience. By leveraging these four endowments, a person generates their future income.

If God grants us the ability to utilize these endowments for the next several years, our families will benefit greatly. However, if unforeseen circumstances such as death or disability prevent a person from continuing their work, their family is deprived of the future income they would have earned.

If a person has 20 more years to work, they would not only provide their family with their existing assets but also accumulate additional wealth over those years. However, if they were to pass away today, their family would receive only the assets they currently own, as stated in their will. Why should their family be deprived of that future wealth?

Although one cannot transfer the asset of earning capacity itself, they can ensure that the value of this asset is passed on to their loved ones. The only way to achieve this is through Life Insurance—which secures the financial future of their family in case of an untimely demise.

Thus, the first and most crucial stage of the Financial Pyramid is Protection. Protection is ensured through:

- Life Insurance
- Disability Insurance
- Whole Life Insurance
- Health Insurance
- Critical Illness Insurance

By prioritizing Protection, one safeguards their family’s financial future, ensuring that they do not suffer the consequences of lost potential income.

## 3. LIC’s Role in ‘Yogakshemam Vahamyaham’

LIC upholds this philosophy by offering financial solutions that:

- Support wealth accumulation (Yoga – conventional insurance plan, investment-linked insurance plans).
- Provide financial security (Kshema – life insurance, pension plans, and annuities).

A well-planned LIC portfolio ensures financial stability across life stages.

“Yogakshemam Vahamyaham” is more than a motto; it is a commitment to securing financial well-being. As financial planners, we must help clients achieve both growth and security, ensuring peace of mind for them and their families.

“One day, an old man was walking along the beach when he saw a young boy picking up something and throwing it into the sea.

Curious, the old man walked closer and saw that the boy was picking up starfish and tossing them back into the water.

The old man asked, ‘What are you doing?’

The boy replied, ‘These starfish have been washed ashore. If they don’t get back into the water, they will dry up and die in the sun.’

The old man looked around and saw thousands of starfish scattered along the beach. He shook his head and said, ‘But there are so many! You can’t possibly make a difference.’

The boy smiled, picked up another starfish, threw it into the sea, and said, ‘It made a difference to that one.’

In our profession, we might not be able to change the whole world, but we can change the world for each client we help. We can protect a family, secure a child’s future, and give peace of mind to those who trust us.

The late Ben Feldman, one of the greatest life insurance salesmen in history, often referred to the life insurance as a miracle. Life Insurance as simply a drop of ink, a piece of paper, and a promise.

“Yogakshemam Vahamyaham” (योगक्षेमं वहाम्यहम्) is not just a divine assurance—it is the essence of complete financial planning. It signifies protection, prosperity, and continuity, reminding us that true financial wisdom lies in securing today and building for tomorrow.