

# **An Open Letter to Leaders in India**

## **An Invitation to Improve Financial Literacy in India at Zero Cost**

Dear Fellow Leader,

### **The Great Indian Financial Literacy Tragedy (GIFLT)**

It took 61 years after independence for India to become a US\$ 1 trillion economy but only 7 years to become a US\$ 2 trillion economy. While India increased its prosperity, many Indians missed out because they did not keep some of their savings in equity mutual funds or equities. They were not “Desh ki Tarakki Mein Hissedar”. We all know that mutual funds and equities are subject to market risk but relatively few understand that as the investment horizons increase equity returns are quite stable and mirror the real growth of the economy plus inflation.

India is supposed to become a US \$ 5 trillion economy in the next decade. Many believe that growth in India will continue to be robust and it would be tragic if residents did not improve their financial literacy and the GIFLT tragedy repeated.

### **We can prevent a repeat of GIFLT**

As you will see that by becoming a FREE Sponsor promoting financial literacy you can empower residents to learn enough to prevent a repeat of GIFLT. You will not be promoting a specific, brand or company or product. Each resident will become more aware and discover what works best for them.

### **Bharosa Club Wealth Simple Solution**

#### **Knowledge**

Bharosa Club has an app (IOS and Android) that helps people estimate the wealth they can create and learn the secrets of Wealth Creation. Tips on prosperity (contentment, health and wealth). No registration is required to use the knowledge section of the app and people can delete the app after they have tried it. (They did not find useful or they already knew everything, or they learnt everything and no longer need the app)

## **Action**

Just as you cannot learn swimming without jumping into the shallow end of the pool you cannot learn wealth creation without investing small amounts. With Wealth Simple the minimum amount is Rs 100 and there is no lock in. Residents may choose to act with solutions other than Wealth Simple. As long as they act and become “Desh ki Tarakki Mein Hissedar” we at Bharosa Club would be delighted.

## **Anyone Facilitation**

Many residents are busy or digitally challenged and need facilitation. Bharosa Club is working on a facilitation program where anyone who is a Wealth Simple user can become a facilitator. No exams to pass as they are only facilitators and not advisors or distributors. The facilitators can charge a facilitation fee that they set and collect or facilitate for free. It is their choice. All the knowledge they need to become a facilitator will be at their fingertips. Till the program is launched Bharosa Club will work with leaders of large organizations to provide facilitators.

## **Do Not Delay Sponsor Today !!!**

It is very easy to become a sponsor

- Register
- Communicate to all the people you touch

By communicating you are just trying to help all the people you touch increase their prosperity and spread to ten people. The decision to act or not to act on improving their prosperity remains with the people. We as leaders would have done the responsible thing of creating awareness and facilitating use for those who choose to become “Desh ki Tarakki Mein Hissedar”

Sanjay Bhargava  
Chairman & CEO, Bharosa Club  
[www.bharosaclub.com](http://www.bharosaclub.com)