

LEGS for Growth

LEGS: Learn, Earn, Grow and Support Others

Editorial

Imperfections are stepping stones to success, not obstacles.



Harish Chawla

Don't Let Mistakes Ruin Your Success and Happiness

- Mistakes are an inevitable part of growth and learning but they don't have to ruin success and happiness. By embracing imperfection, learning from errors, and focusing on progress, individuals and businesses can turn mistakes into opportunities for growth, innovation, and improvement. Instead of letting them hold you back, use them as opportunities to:
- Learn and improve: Analyze what went wrong and how to do better next time.
- Develop resilience: Build coping skills and perseverance to overcome setbacks.
- Foster creativity: Use mistakes as a starting point for innovative solutions.

This mindset fosters resilience, drives creativity, and promotes continuous learning, helping to build perseverance and a culture of experimentation. In business, it can lead to improved customer satisfaction, increased adaptability, and a competitive edge. By reframing failures as stepping stones to success, we can cultivate a positive and proactive approach, ultimately achieving greater success and happiness in both personal and professional contexts.

INTRODUCING THE 4-WEEK LEGS PROGRAM

Specially designed for:

- Freshers
- Girls
- Working Women
- Housewives
- Small Businesses
- Start-ups
- Unemployed Youths

Protecting India's Cultural Heritage

The controversy surrounding Prada's alleged copying of the traditional Kolhapuri chappal design highlights the need for stronger Geographical Indication (GI) protection. India's rich cultural legacy is vulnerable to exploitation without effective enforcement mechanisms. The protection of India's cultural heritage is a collective responsibility. The government, artisans, and producers must work together to ensure that India's rich cultural legacy is protected and promoted. The Kolhapuri chappal controversy serves as a wake-up call for India to strengthen its GI protection regime and take proactive measures to prevent the exploitation of its cultural heritage. By doing so, India can safeguard its cultural identity and promote its unique products in the global market.

Action Needed

The government must strengthen GI protection, increase awareness among artisans, and empower them to take ownership of their GI-protected products. International cooperation is also crucial to prevent misuse of Indian GIs abroad.

Safeguarding Cultural Identity

By protecting its cultural heritage, India can promote its unique products globally and safeguard its cultural identity. It's time for collective action to preserve India's rich cultural legacy.

Registration: Encourage artisans to register as authorized users of the GI, as only about 95 artisans are registered for Kolhapuri chappals, making enforcement challenging.

Also Read: [Strengthening GI Protection in India : Page 3](#)

Your dreams and smiles can establish India as a 'Global Brand' by creating a work oriented society; That's why we care and respect your dreams and smiles to make it a powerful tool.



TERMS TO KNOW ABOUT

Variable Rate Reverse Repo (VRRR)

The Reserve Bank of India (RBI) uses the Variable Rate Reverse Repo (VRRR) to absorb excess liquidity from the banking system.

In VRRR, banks deposit surplus funds with RBI through auctions.

The interest rate is again determined by competitive bidding, usually close to or above the reverse repo rate. VRRR becomes vital when the system is flush with liquidity, helping control inflationary pressures.

PUBLIC EXPENDITURE THROUGH SPARSH

SNA-SPARSH is an attempt to facilitate more effective cash management and with an aim of achieving the goal of “Just-in-time” fund flow from both the Centre and State Consolidated Funds through an integrated network of State IFMIS, e-kuber of RBI. The Finance Ministry has mandated all departments and states to adopt the 'Sparsh' SNA system for Centrally Sponsored Schemes by October 31st 2025. For FY 2026 the Centre has budgeted 5.4 Lakh Cr. for Centrally Sponsored Schemes.

This initiative aims to streamline fund flow, enhance transparency, and optimize fund utilization, with all CSS funds released solely through this system from November 1st.

Why SNA-SPARSH?

- To bring in more efficiency in public expenditure management
- Reduction in the transfer of balances outside the Consolidated Fund of India and States
- Preventing bulk release to SNAs by both the Centre and the States
- Reducing the dependency of States on Ways and Means Advance (WMA) or other short-term borrowings for maintaining liquidity
- Averting idling of funds in the bank accounts of the SNAs until final utilization.

The Power of Compound Interest: A Key to Smart Investment Decisions

Compound interest is a powerful force that can significantly impact investment decisions. By understanding its effects and incorporating it into your investment strategy, you can make informed decisions that help you achieve your financial goals.

Compound interest is the interest earned on both the principal amount and any accrued interest over time. It can help investments grow exponentially, making it a crucial factor in long-term wealth creation.

Effects of Compound Interest:

- **Wealth Accumulation:** Compound interest can lead to significant wealth accumulation over time, making it an essential consideration for long-term investment decisions.
- **Time Value of Money:** The earlier you start investing, the more time your money has to grow, highlighting the importance of starting early.
- **Increased Returns:** Compound interest can increase returns on investments, making it a key factor in achieving financial goals.

Investment Decision Considerations :

- **Start Early:** The sooner you start investing, the more time your money has to benefit from compound interest.
- **Consistency:** Regular investments can help you take advantage of compound interest and reduce the impact of market volatility.
- **Long-Term Perspective:** Compound interest works best over the long term, so it's essential to have a patient and disciplined investment approach.



KhaAI

Add Value to Content you Consume

Brief:

THE KHAAI PLATFORM HELPS YOU EVALUATE YOURSELF, INCREASE YOUR LEVEL OF AWARENESS, AND TAKE ACTION TO CHANGE YOUR MINDSET AND LIFE. WITH KHAAI, YOU CAN TAKE YOUR BUSINESS FORWARD BY MAKING YOURSELF HUMAN CAPITAL.

Objective:

DEVELOP A MINDSET TO BECOME HUMAN CAPITAL

Special Feature:

It may also be "Your ideal gift for someone you really care about".

EBITDA: A Key Financial Metric

EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization) is a financial metric that measures a company's profitability, excluding non-operating items and accounting expenses. It's a widely used indicator of a company's financial performance and ability to generate cash flow.

Why EBITDA is Important

- EBITDA provides a clear picture of a company's core business performance, unaffected by financing decisions or accounting practices.
- EBITDA is a good indicator of a company's ability to generate cash flow from its operations.
- EBITDA allows for easier comparison of financial performance between companies, as it eliminates differences in capital structure, tax rates, and accounting practices.

Unlock the Power of Digitalization for Your MSME

In today's fast-paced digital landscape, Micro, Small, and Medium Enterprises (MSMEs) need to harness the power of technology to stay competitive and drive growth. Digital tools and strategies can help MSMEs streamline operations, expand market reach, and improve customer engagement.

By embracing digitalization, MSMEs can:

- Increase efficiency and productivity
- Enhance customer experience and loyalty
- Expand market access and reach new customers
- Improve decision-making with data-driven insights

Our expertise can help you develop a customized digital strategy to drive business growth. Let's work together to digitalize your RISE strategy to promote your Business and unlock new opportunities for success.

Strengthening GI Protection

- Register Your GI: Secure a GI tag for your product to prevent unauthorized use in India.
- Increase Awareness: Educate artisans and producers about GI benefits, registration, and enforcement.
- Trademark Registration Abroad: Register your GI as a trademark in countries where you want to protect your product.
- Artisan Registration: Encourage artisans to register as authorized users of the GI, as only about 95 artisans are registered for Kolhapuri chappals, making enforcement challenging.

Puzzle 6: Ratio in a mixture

In a mixture milk and water are in the ratio of 3:2. If 10 Lit. of milk is added the ratio becomes 2:1. Find the original quantity of water in the mixture.

Answer on page 4.

Questions for this week

What is Bharat Mala Project?

Answer on Page 4

Technology Transfer by ISRO to private firms

To leverage its technological advancements for broader applications, The Indian Space Research Organisation (ISRO) has been actively engaged in technology transfer initiatives.

ISRO has established Space Technology Incubation Centres (S-TICs) to facilitate the transfer of space technologies to industries, startups, and academia. ISRO proposes various encouragement programmes for start-ups for extending the mentorship and facilities through IN-SPACE mechanism. The technologies published by ISRO are available for scaling up by start-ups and commercialisation.

Examples of ISRO Technology Transfer:

- Navigation and Communication Technologies
- Launch System
- Ground Station Infrastructure
- Geospatial Intelligence
- Materials and Manufacturing Technologies
- ISRO collaborates with industries, academia, and research institutions to co-develop new technologies and products.



Hiring from Small Cities growing

To drive business growth, innovation, and security in various industries top roles in demand being hired from small cities include data scientists/analysts, AI and ML specialists, cybersecurity specialists, digital marketing specialists, and cloud solutions architects. With the growth of e-commerce, logistics, and renewable energy, professionals in these sectors are also in high demand. Tier 2 and 3 cities like Jaipur, Coimbatore, and Kochi are emerging as new employment hubs, with companies hiring for software development, support, ad analytics roles.

LEO and GEO Satellites: Key Differences



LEO (Low Earth Orbit) Satellites: LEO satellites orbit at altitudes of 200-2,000 km, completing one orbit in 90-120 minutes. They offer low latency, better coverage for polar regions, and faster data rates. Have a shorter lifespan (5-10 yrs) and require a larger constellation for global coverage.



GEO (Geostationary Orbit) Satellites: GEO satellites orbit at 35,786 km above the equator, completing one orbit in 24 hours. They provide wide and continuous coverage, stable positioning, and a longer lifespan (10-15 yrs). However, they have high latency and are more expensive to launch.

Anti-Lock Braking System in Two-Wheelers



Anti-Lock Braking System (ABS) in two-wheelers prevents wheel lockup during hard braking, reducing skidding and loss of control. ABS sensors monitor wheel speed and deceleration, and the system rapidly pumps the brakes to maintain traction. This improves safety, reduces stopping distance, and increases rider confidence, especially on slippery surfaces. ABS is a valuable safety feature that can help prevent accidents and protect riders.

Answer :
Bharat Mala Project



The Bharat Mala project is a massive infrastructure initiative launched by the Indian government in 2017 to upgrade the country's road network. The project aims to develop approximately 83,677 kilometers of highways and roads at an estimated investment of ₹10.63 lakh crore.

Key Objectives of the project include Enhance Road Connectivity, Improve Freight Transport, Reduce logistics costs and travel time for goods transportation and Boost Economic Growth. Components of this Project are Economic Corridors, Border and International Connectivity, Rural and Urban Connectivity. This project aims to Reduce Travel Time, Increase Competitiveness and Create Direct and indirect employment and work opportunities for the people.

Answer to Puzzle 6:

Ratio of milk and water=3:2
Let's suppose Milk and Water = 3x and 2x
 $3x+10 \div 2x = 2/1$
 $3x+10=4x$
 $4x-3x=10$ or $x=10$

So that Original Quantity of water in mixture= $2x=2*10=20$ Liter. Answer

Showcase your brand's unique value proposition

Unlock the power of effective storytelling to captivate new customers and showcase your brand's unique value proposition. Our expert content creation services can help you:

- Highlight Benefits and Features: Clearly communicate the advantages and features of your products or services, setting you apart from the competition.
 - Share Your Brand Story: Connect with your target audience by sharing your brand's values, vision, and mission, fostering a deeper emotional connection.
 - Develop Resonant Content: Craft content that speaks to your audience's needs and interests, establishing your authority and driving meaningful engagement.
- Simply provide us with some details about your business, and we'll help you create a compelling narrative that attracts new customers and sets your brand up for success.

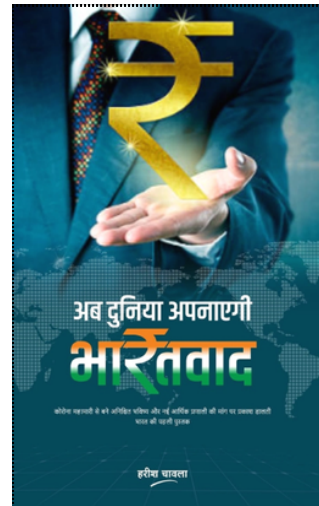
Benefits

- Increased Customer Engagement : Compelling content that resonates with your audience.
- Established Authority: Showcase your expertise and thought leadership in your industry.
- Improved Brand Awareness: Effectively communicate your brand's value proposition and unique story.

Let us help you craft a captivating business narrative that drives results and grows your customer base.

Employment Linked Incentive (ELI) Scheme

The Indian government has launched the Employment Linked Incentive (ELI) Scheme with a substantial outlay of ₹99,446 crore to boost job creation and formalize the workforce. The scheme aims to create over 3.5 crore jobs in two years. First-time employees will receive one month's wage, up to ₹15,000, in two installments.



Newsletters for your Business Growth

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Get in touch with us to discuss how we can support your newsletter creation!
Click on this Box and fill up the Feedback Form.

Welcome to LEGS for Growth Newsletter!

LEGS for Growth is your go-to source for insights, news, and expert advice on driving growth, entrepreneurship, and innovation. Our mission is to empower you with the knowledge and tools necessary to succeed in today's fast-paced business landscape.

What to Expect

- Industry Insights: Stay up-to-date on the latest trends and developments in growth marketing, entrepreneurship, and innovation.
- Growth Strategies: Discover actionable tips and strategies to drive growth and improve your business.
- News and Updates: Get the latest news and updates on the growth and entrepreneurship ecosystem.

Subscribe to LEGS for Growth Newsletter and stay ahead of the curve with the latest insights and advice to drive your growth journey. Let's grow together.