

DADHEECH INTERNATIONAL
TRADE FOUNDATION INITIATIVE

वर्ष-1 , अंक -8 , अगस्त-2021

DADHEECH INTERNATIONAL
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kaleidoscope of thoughts
and **VISION**

*Empowering
ideas*

AUGUST EDITION

संपादक
डॉ. तरुणा दाधीच

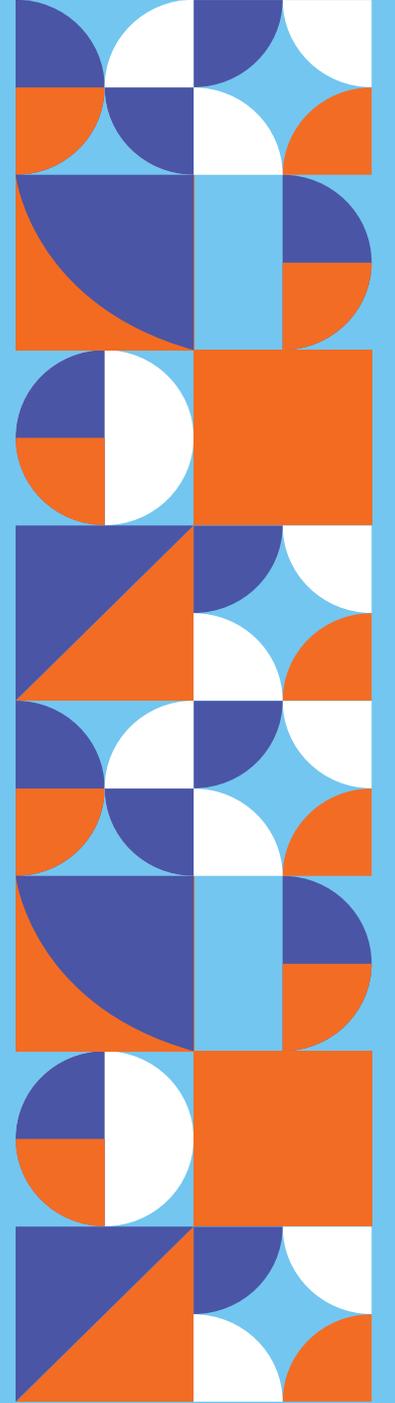
फाउंडर प्रेसिडेंट
देवेश दाधीच

प्रकाशक
शोभा दाधीच

अगस्त

2021

DADHEECH INTERNATIONAL
TRADE FOUNDATION INITIATIVE



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सम्पादकीय आलेख अभिनंदन : अगस्त

अगस्त माह अपने आप में अनूठा है। एक ओर अगस्त में स्वतंत्रता दिवस आने से माह के आरंभ से ही हलचल शुरू हो जाती है और दूसरी ओर तीज त्योहारों से युक्त श्रावण मास भी अधिकांश अगस्त माह में आता है। पहले बिंदु की ओर रुख करें तो आजादी के इस पर्व पर समस्त देशवासियों में अलग ही उत्साह, जोश, देश प्रेम की भावना जागृत होती है। शहीदों के प्रति श्रद्धा से मस्तक अपने आप झुक जाते हैं। जिन्होंने स्वतंत्रता के यज्ञ में स्वयं के प्राणों की आहुति दी। इसीलिए हमारा पुनीत कर्तव्य है कि हम हमारी स्वतंत्रता की रक्षा करें और इस स्वतंत्रता को सदैव बनाए रखें। भारत सनातन राष्ट्र माना जाता है और मानव सभ्यता का पहला केंद्र भी। हमारे देश की ऐसी अनेक अनगिनत विशेषताएं हैं, ऐसे हमारे देश की प्रगति में हमें साधक बनना है बाधक नहीं। भारत के नागरिक होने के नाते स्वतंत्रता का न तो स्वयं दुरुपयोग करें और ना दूसरों को करने दें। चलिए, इस स्वतंत्रता दिवस पर हम एक प्रण लेते हैं कि हम मिलकर स्वतंत्रता, समानता, शिक्षा, स्वच्छता और सहानुभूति की ओर कदम बढ़ाएंगे तभी वास्तविक अर्थों में स्वतंत्रता बनाई रखी जा सकती है।

बात करते हैं अगस्त के दूसरे महनीय बिंदु की ओर..... श्रावण मास का आगमन शिवालयों में मची गूँज से प्रतीत हो जाता है। शिवाराधना के इस श्रेष्ठ मास से त्योहारों का आगमन होता है। तीज और रक्षाबंधन पर्व को लेकर महिला वर्ग खासे उत्साहित रहते हैं। भाई-बहन के बीच प्रेम और कर्तव्य की भूमिका किसी दिन की मोहताज नहीं पर रक्षाबंधन के ऐतिहासिक और धार्मिक महत्व के कारण यह दिन इतना महत्वपूर्ण बना है। भ्रातृत्व प्रेम यह का पर्व हर्षोल्लास से मनाया जाता है। आजकल रक्षाबंधन की व्यापकता कुछ अन्य अर्थों में भी सार्थक हो रही है। देश की रक्षा, पर्यावरण की रक्षा, हितों की रक्षा आदि के लिए भी यह बांधी जाने लगी है। इस देश में जन्म मेरा सौभाग्य समझती हूँ क्योंकि...

अत्र जन्म सहस्राणां सहस्रैरपि सत्तम्।
कदाचिल्लभते जन्तुर्मानुष्यं पुण्यसञ्चयात्॥

शुभम् भवतु॥

संपादक की कलम से.....

डॉ.तरुणा दाधीच
मुख्य संपादक



डीआईटीएफ परिवार की ओर से
स्वतंत्रता दिवस और
रक्षाबंधन पर्व
की हार्दिक शुभकामनायें



प्रकृति

दुनिया में दो प्रकृति मिलेंगी अच्छी या बुरी। अच्छाई का महत्त्व तभी समझ आता है जब बुराई से आप का सामना हुआ हो। प्रकाश की महत्ता अंधकार के कारण है। लोग बुरे नहीं होते। समय, काल, परिस्थिति बुरी होती है। वे अपने विचारों, अनुभव के अनुसार आप को जवाब देते हैं। हमें खुद से पूछना है, यह मेरे लिए उपयुक्त है या नहीं, अगर है तो स्वीकार करे या फिर अस्वीकार। लोग कुछ तो बोलेंगे। अच्छा व्यक्ति अच्छा और बुरा व्यक्ति जो अपने स्वयं के जीवन से परेशान हारा हुआ है वह क्या बोलेगा? आप स्वयं जानते हों। जिसके पास जो होता है वही वो देता है।

तो आप स्वयं निर्णय ले आप को
good vs Bad
पॉज़िटिव vs नेगेटिव
से क्या लेना है।



-विवेक डोबा

(NLP life coach author)



भारत@75

Arjun Sharma
(Actor, Mumbai)



“सारे जहा से अच्छा हैं ये भारत देश हमारा”

विश्व की सबसे पुरानी सभ्यता और संस्कृति और विश्व का सबसे युवा देश, ऐसा हैं हमारा भारत। इस वर्ष 15 अगस्त को हम अपने आज़ादी के 75 वें वर्ष में प्रवेश करने जा रहे हैं। पिछले 74 वर्षों में भारत में अभूतपूर्व विकास और समृद्धि हुई हैं। चाहें ज़मीन पर हो या अंतरिक्ष में भारत ने हर जगह, हर क्षेत्र अपने क़ामयाबी का परचम फहराया हैं और विश्व के सामने हमेशा एक उदाहरण बना हैं। गुलामी के एक लंबे कालखंड के बाद जब 15 अगस्त 1947 को भारत में आज़ादी का पहला सूर्योदय हुआ तब लोगों में आज़ादी की खुशी थी पर उसके साथ मिले बटवारे और उससे हुए खून-खराबे का ग़म भी था। भारत माँ ने इस आज़ादी के लिए एक बहुत बड़ी कीमत चुकाई हैं अपने सपूतों का बलिदान देकर। हम उन वीर-वीरांगनाओं के बलिदान को कभी नहीं भूल सकते।

हमारे पुराणों में लिखा हैं, **“दुर्लभं भारते जन्म मानुष्यं तत्र दुर्लभम्”**। अर्थात् मनुष्यों के लिए भारत में जन्म लेना सबसे दुर्लभ हैं। भाग्यशाली हैं वह लोग जो भारत में जन्म लेते हैं। सोचिए की हम कितने भाग्यशाली हैं की भारत जैसे महान देश में हमारा जन्म हुआ हैं। आज भारत पुनः एक बार विश्व गुरु बनने के मार्ग पर अग्रसर हैं। आज पूरे विश्व की उम्मीद भरी निगाहें भारत की ओर हैं क्योंकि सभी देशों को इस बात का विश्वास हैं की भारत ही विश्व के विकास और मानव कल्याण का नेतृत्व कर सकता हैं।

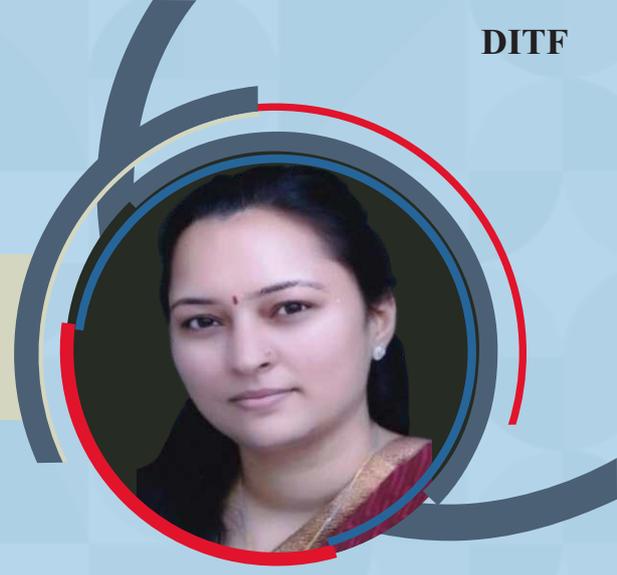
हमारे पास युगों पुराना अनुभव हैं उसके साथ ही आज की युवा सोच भी हैं जिससे हम हर असंभव को संभव कर सकते हैं। हमारा इतिहास बहुत ही गौरवशाली हैं और भविष्य अत्यंत ही उज्ज्वल। आइए, हम साथ मिलकर यह संकल्प लें की हम अपने और अपने आने वाली पीढ़ियों के लिए भारत को और ज्यादा विकसित और सशक्त बनायेंगे। मेरा अपने भारत के लिए एक ही सपना हैं और मुझे पूरा विश्वास हैं की 130 करोड़ देशवासियों का भी यहीं सपना होगा की,

**“जिस सिम्त नज़र जाए, मेरा हिंद नज़र आए,
उजाले ही उजाले हों, मेरा हिंद जिधर जाए”**

आप सभी को भारत के 75 वें स्वंत्रता दिवस की बहुत-बहुत शुभकामनाएं।

जय हिन्द, जय भारत

दधीचि वंश गाथा



-डॉ.सीमा दाधीच
लालसागर, जोधपुर

अथर्वा जी ने लिखा अथर्व वेद, दिया ब्रह्मा को वेद ज्ञान।
अथर्वा ऋषि की संतान दधीचि ने, किया शंकर का ध्यान।।

उनकी तपस्या भक्ति से दधीचि को मिला वरदान।
वेद - शास्त्र, दया - भाव से किया जगत कल्याण।

हम उन्हीं के वंशज हैं, आज कर रहे हैं अभिमान।
ना वेद-पुराण या शास्त्र लिखा, ना उसपे धरा ध्यान।

न तो किया अस्थिदान, ना कर सके हम अभयदान।
जग में आकर इस धरा पे, चाहा केवल अपना नाम।

हमारे रग के कण कण में बसा दधीचि का अंश।
वहां हम क्यों करने लगे, अपने वंश का अपभ्रंश।।

अस्त्रदान, शस्त्रदान, भूदान, धनदान, वस्त्रदान, गौदान, कन्यादान।
इनसे बड़ा दधीचि ने किया, सर्वोपरि अस्थिदान।।

मानव देह धारण कर, जग में एक मात्र प्राणी हुए।
प्राण रक्षक से बढ़कर, इकलौते अस्थिदानी हुए।

सती गभस्तिनी, मां शांति-चिति, पिता अथर्वा को मिली नई पहचान।
अंकित है परमवीर चक्र में उनके वज्र की शान, राष्ट्र ने दे दिया दधीचि को सर्वोच्च सम्मान।।

पिप्पलाद मुनि के पिता, ऋषि दधीचि को करे हम सब मिलकर वंदन।
मनोरमा-मोहन की बेटी, सीमा कर रही उन सबको कोटि-कोटि चरण वंदन ।।



Retirement Planning

-Adity Dadheech

Secretary of Mumbai Dadhich Mahila Samiti
Financial Advisor
Founder member of DITF



Right Time to start planning for retirement is when you get your first pay cheque. But don't worry if you haven't started yet, read this article for what you need to know to plan for a Happy, Healthy and stress free retired life as a Woman or Man.

A Time of your own

Retirement should be the best time of your life when you can relax and breathe the benefits of what you've earned in so many years of hard work. The current life expectancy for women is 73.70 years and for men is 71.2 years (Source :Report released by Registrar General Of India) Which means that the women will probably outlive their spouses and need to plan for the finances accordingly.

We are usually prepared for the risk of loss of life with Life Insurance. However living longer can become a financial risk if you are not financially prepared for those years.

What is my risk in creating a retirement Corpus?

The biggest risk is not investing and planning for retirement.

The second biggest risk is getting stuck in the fixed returns mindset.

We tend to get Hung up on investments that give us fixed returns currently. Fixed returns may not match upto inflation and the corpus we create might fall short. Culturally in some cases,



parents depend on children to give them financial support during their retirement years. This culture is changing as people want to be less dependent on their finances , as well as due to the fact that people are having fewer children.

It's vital to plan your retirement keeping these changing realities in mind. So, what can you start doing for retirement?

How Do I Start?

It's never too early or late to plan for retirement. You can start by making savvy investment decisions during your working life and put your hard earned money to work for you for the future.

Aim to be liability free into retirement. You should settle any outstanding loans during your working years.

Buy an adequate amount of life insurance plans which have life time pension and annuity options too. And slowly create your corpus with the magic of compound interest.

With the rising cost of medical care , adequate health insurance has become essential. More than 50 percent of a person's lifetime health care costs arise in the last year of life, and more than 75 percent in the last five years.

Quick Tip - So get a higher amount of health insurance when you are younger. Premiums rise over time based of age and health condition. Your health insurance should continue into retirement.

How do I calculate my retirement requirement?

For calculation, take a pen or pencil with you and start it now.

Hypothetically, if you were to retire today, what amount do you need on a monthly basis to lead a comfortable life?

Do not assume any loans in this and any goals such as children education, marriage etc. you should create separate financial planning and goals for these.

What compound interest gives you, inflation takes away. You need to account for enough inflation to build a comfortable corpus.

For Example- you are currently 28 years of age and you want to retire at age 55. You think that Rs 50000 in today's terms will be good for you at age 55.

The value of Rs 50000 per month now will be Rs 2.55 lakhs when you turn 55 assuming 6% annual inflation rate.

Now that you are aware of your monthly amount, this can be translated to an annual amount. If we were to assume that you are 28 , will retire at age 55 and survive till age 80, you will need Rs 4 crores for retirement. (by the way, life expectancy goes up every decade!).

Yes that corpus amount sounds like a scary number But the good news is that if you start planning, saving and investing early enough you can make use of the benefits of compounding returns on your money.

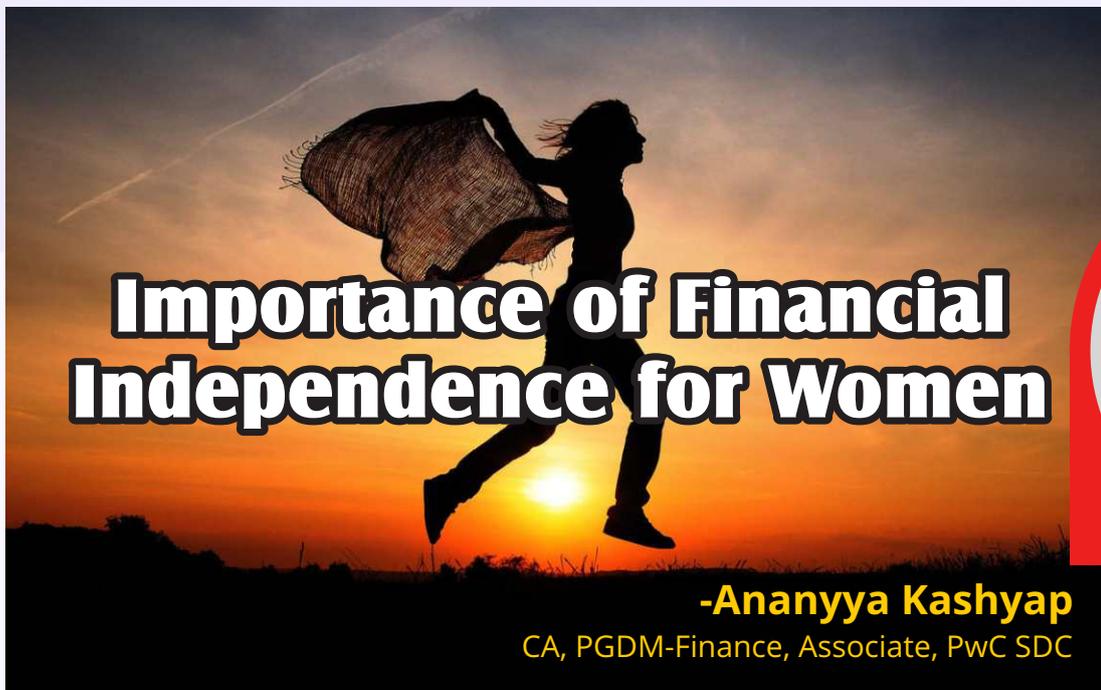
When broken down you need to save rupees 16k per month from the age 28 to 55 in an investment that is growing at 12% per annum.

Put together in your current investments and see how many of these will contribute towards your retirement. For instance, your EPF, PPF, insurance policy and any other Investments that you might have. you can then identify the gap, and plan where to invest the balance.

Inflation has a huge effect on your retirement and ignoring it would cost you a lot in the future.

Health Insurance is of utmost importance going into retirement





The term financial Independence is the ability to earn one's own living, to be independent of taking one's own financial decision.

The pandemic has made Importance of Financial Independence even more evident.

Why Financial Independence?

Women, especially women in India are looked upon for supporting the career and goals of their family members. We are mostly on the backstage either in a supporting role or someone who cheers on other's glories. Time to change that!

As per a recent study conducted by Mckinsey Global, present contribution of women to the India GDP remains at 18%. There are 432 million working-age women in India, of which 343 million are not in paid formal work. So practically we are not utilizing our full potential.

Being financial independent not only instills confidence in oneself but also it is beneficial for the family's economic condition and the nation at large.

How can we become Financial Independent?

Women are known to be Multi-taskers. Whether it is arts, sports, entertainment, science, managing big corporate houses, winning beauty pageants or even going to space, nothing is impossible for a woman who is determined.

While the formal education is important, we have seen many women entrepreneurs and heard their stories of humble beginnings. Most of them did not go to any B-school to learn the management fundas. So, it is important to start, small or big it doesn't matter. Find out what you are good at and make a living out of it. We live in an information age where every information we need is on our fingertips. Build skills and never stop learning. Sharpen your knowledge and build network of like-minded people around you.

Save Money & Money will save you.

While it is important to earn, it is equally important to save and secure our future. Saving money is an art which everyone should learn. Whether it is putting some amount into Fixed Deposits, investing through SIPs etc. Savings are necessary to safeguard the future. So, doesn't matter what income you have it is always a best practice to keep some part of it aside for future needs. Women generally do not invest and hardly take any investment decisions. Basic savings decisions do not require much of knowledge. We all how we used to maintain a Gullak in childhood, how our ancestors used to invest in land to secure future of their generations.

Uplift.

Charity begins at home, thus uplift and support women around you who need some form of guidance. There are many women who have knowledge, all they need is the sharpening of skills. Help them, guide them so that they can prosper too. We never know who can become the next Kalpana Chawla, Indira Nooyi or Saina Nehwal.

Lastly, I personally have lived a life of a home maker and a working woman and let me tell you both are equally challenging. So, this is for everyone who is reading this, respect the work of a woman, whether she is earning or not. The work our mothers, wives, sisters do, it is important to acknowledge that, as it is their efforts which gives wind under our wings to fly.

2nd Answer is gloves



रक्षाबंधन विशेष-

BANDHAN

अटूट विश्वास हैं मेरे भाई,
संबंधों का धरातल है मेरे भाई,
उलझनों का निदान है मेरे भाई,
मेरे लिए सारा ज़हान है मेरे भाई।
भाई साथ हो तो सब पूरा सा लगता है,
भाई बिना सब अधूरा सा लगता है,
कायनात सब खुशियाँ दें तुम्हें,
नया सवेरा और नया उजास दें तुम्हें॥

– डॉ.तरुणा



रजनीशदाधीच: "साहित्याचार्यः"
प्रशिक्षितस्नातकशिक्षक - संस्कृतम्
केंद्रीयविद्यालय: गाँधीनगरम् सीमासुरक्षाबलम्
कूचबिहार: (पश्चिमबंगाल)।



रक्षाबंधनम्

उत्सवप्रियः अस्माकं भारतदेशः। अत्र नानाविधाः उत्सवाः आयोज्यन्ते। तेषु उत्सवेषु अनयतमः वर्तते "रक्षाबंधनम्"। अयमुत्सवः विक्रमसम्बत्सरस्य श्रावणमासे आयोज्यते। अस्य उत्सवस्यायोजने नानामताः कथाः च प्रचलिताः सन्ति।

पुराकाले गुरुः शिष्यं उपनीतं कृत्वा (यज्ञोपवीतम्) स्व-आश्रमे (निरीक्षणे) शिक्षाम् प्रददाति स्म। वस्तुतः अयं संस्कारः सर्वेषां वर्गाणां कृते क्रियते स्म। तथापि ब्राह्मणानां कृते अत्यावश्यकः आसीत्। द्विजानां कृते अयं सुमहान् दिवसः भवति स्म। ब्रह्मचारिणः गुरुणा सह तीर्थस्थानेषु गच्छन्ति स्म तत्रैव हेमाद्रि प्रायश्चित्त दशविध स्नानानि संपाद्य देव-ऋषि-पितरः तृप्यन्ते स्म। अयं श्रावणी उपाकर्म नाम्ना प्रसिद्धः वर्तते।

एका कथानुसारं भविष्य पुराणस्य लभ्यते तस्यां यदा देवासुरसंग्रामे देवानां शक्तिः क्षीणतां प्राप्तवती तदा इन्द्राणी शची एकं सूत्रं निर्मितवती। तं सूत्रं देवगुरुबृहस्पतिना इन्द्रस्य हस्ते अबधत्। तस्य बलेन देवताः विजयम् प्राप्तवन्तः।

भगवता विष्णुना हयग्रीवराक्षसं हत्वा वेदानां मुक्तिः कृता इति वेदस्य श्रुतिः।

यदा भगवान् विष्णुः वामानरूपेण बलिं भूमिं अयाचत् तदा विष्णुना प्रसन्नो भूत्वा तस्मै वरदानम् दत्तं यत् अहं तव गृहे एव स्थास्यामि। किञ्चित् कालानंतरं भगवती लक्ष्मी बलिं पार्श्वे गत्वा तं रक्षासूत्रं बध्नाति इति काचिद् अपरा कथा।

मातृ-पितृभक्तः श्रवणकुमारस्य सम्बन्धोऽपि अस्य दिवसेन सह वर्तते।

अतः असौ उत्सवः परमहरषस्य उल्लासस्य च। रक्षासूत्रं कोऽपि कमपि कामपि बध्नातुं शक्नोति। (गुरुः-शिष्याय माता-पुत्राय भ्राता-भगिन्यै पुरोहितः-यजमानाय एवमेव)। यस्य हस्ते रक्षासूत्रं बध्नामः सः अस्माकं रक्षायै प्रतिबद्धः भवति। रक्षासूत्रबंधने प्रायः अयं श्लोकः उच्चार्यते- "येन बद्धो बलिराजा दानवेन्द्रो महाबलः।

तेन त्वामनुबध्नामि रक्षे मा चल मा चल।।" (ब्रह्मकर्म समुच्चय) (जिस रक्षासूत्र से महान् शक्तिशाली दानवेन्द्र राजा बलि को बांधा गया था, उसी सूत्र से मैं तुम्हें बांधता हूँ। हे रक्षे (राखी)! तुम अडिग रहना (अपने संकल्प से कभी भी विचलित मत होना)।

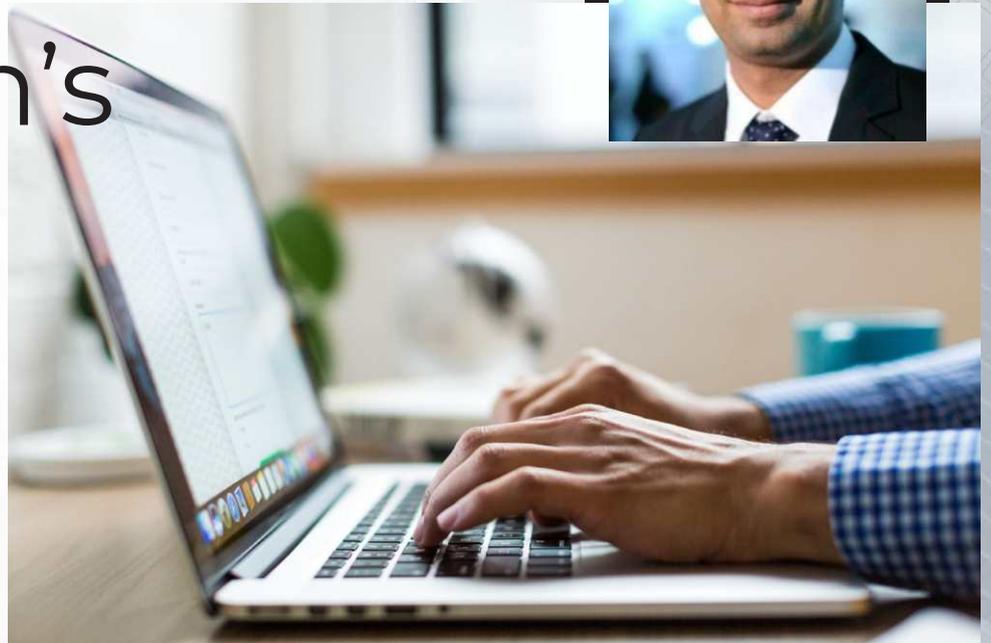


HOW AMAZON *made me better at* BUSINESS WRITING

-Gaurav dadhich
Product Leader at Razorpay



Amazon's WRITING CULTURE & PROCESSES



I studied business writing throughout my formal education — school, undergrad and postgrad. However, I learnt much more on the topic while working at Amazon. In this post, I am going to summarize the things that I learnt and that have helped me get better at writing. You may directly jump to the section 'Key Learnings', if you are in a hurry.

Amazon's Writing Culture & Processes

Most of you might already be aware of the broad strokes of Amazon's writing culture and processes. If so, please skip to the next section. For others, here is a summary:

1. At Amazon, exchange of ideas — with or without meetings, heavily rely on documentation
2. Almost all writing at Amazon is in narrative style documents and not in the form of presentations (PPTs are prohibited, although some use it anyway). In fact, documents are even required to use bullet points sparingly
3. The documentation — both style and format — have been prescribed to meet the company's ethos and culture. For example, one cannot write documents of just any size. They have to belong to one of the following sizes — 2 Pager, 6 Pager, PREFAQ (2 Pager PR and 6 Pager overall)

4. Every non-trivial meeting happens on the basis of a document that belongs to one of the above types and is usually expected to be pre-read. However, in most cases, the first 5–15 mins of a meeting are reserved for reading the doc. Everyone quietly reads the document, makes notes and then the floor is opened for discussion. There is no such thing as document walk-throughs.
5. Like any MNC, Amazon has a highly distributed global workforce. Its internal wiki plays a very important role in documenting and distributing information of all kinds and is very heavily relied upon

How Amazon taught me to write better

I believe that Amazon taught me to write better in 2 broad ways -

Formal: Amazon has a wealth of resources about both — writing in its prescribed format and about writing better in general. It is not what you think — these are not books about better grammar, sentence correction, or any of the other high-school stuff. These are also not about writing to impress. Instead, these resources focus on:

1. **Why to write:** Amazon believes that writing is not just a tool to communicate but also a tool to think. It is a principle strongly reflected in everything the company does. PPTs were prohibited in the company, not just because they are easy to miss details in and can become gimmicky, but also because they do not force people who create them to think hard enough. Narrative style forces writers to write as if they are talking to someone, but only with structured thoughts.
2. **How to write clearly and concisely:** Clarity in writing is about communicating unambiguously and completely. This also means that a document should be self-sufficient. This is important in a company where building the smallest of things will touch tens of teams and hundreds of people. One cannot be expected to learn context from a separate document. Similarly, conciseness is important since one is bound by the aforementioned formats. The format of restricted document sizes is meant to prohibit people from being verbose. In fact, fitting your content compactly into one of the formats, forces more thinking, which the team and the company benefits from.
3. **Good writing vs Normal Writing:** This deals with tips, principles, DOs & DONTs to follow when writing. These are not just a tool to make reading a document easy and predictable, but also to weed out jargons and run the risk of being non-inclusive. But most importantly, these help removing any chance of people missing out the details
4. **Writing process:** The process followed while writing helps obtain desirable writing outcomes. This process is more suggestive than prescriptive, but I would say it should have been prescribed. The process deals with some rituals and some guidelines on writing docs in an iterative fashion. It also puts collaboration at the center of the writing process.

Informal: Amazon's processes and culture informally imbibe a habit of writing among all its employees and also as a result, teach a lot about writing itself.

1. **Pre-Reads:** 'Pre-reading' as well as 'Reading in the first 15 mins of a meeting' are meeting practices that are followed quite religiously. This drives 2 things — a) Enough time to read b) Actually discuss stuff worth discussing only. Therefore, the author of a document is forced to make sure they are putting the context and the most important content in the aforementioned format in a clear, concise manner. There is no scope for bloating / padding, being ambiguous or running fast through the ill-prepared parts. This automatically ensures no one is bringing a half-baked document to the meeting.
2. **Reading:** Firstly, when you are reading others' docs in meetings, you learn about the mistakes they have made and you ensure avoiding those in future. This improves the quality of your own writing. Further, since you heavily rely on internal wiki for learning about other teams, products, processes, customers, etc — you realize what a wiki / document is missing and the amount of pain you have to go through to get the missing information or to get responses to your queries. This increases your empathy towards your readers and makes you a better writer.

3. **Collaboration:** There might be a single anchor to a document, but most documents are often authored by a few people. If you write in a universally (within the company) established and accepted language, tonality and principles, merging documents becomes easier for everyone and more time can be spent on the content.

Key Learnings

It's been a while since I moved out of Amazon and I do not obviously remember everything that I learnt. But here are the things that I do recall and put to use regularly:

1. **Choose a form of document:** Following one of the aforementioned standard document sizes helps drive the right expectation regarding a document, allowing only the most relevant information in the doc. Appendix can be extra & all supporting information can be put there.
2. **Purpose:** Almost every 2 and 6 pager should begin with a 'Purpose'. A purpose is a section that briefly communicates the objective of the document. Here, you can mention whether you are trying to propose a new direction or seek alignment from the readers or communicate to the readers or something else. It is the best way to set context about the document. This section is not to be used to communicate the context of the problem at hand and that can be a separate section later. This section usually begins with 'The purpose of this document is ...'. PRFAQs don't have this section, since the very definition of PRFAQ is to create and communicate a new product / process to be built and is well understood within the company (More on that later)
3. **Writing clearly and concisely:**
 - a. **Provide appropriate context:** Context is not just important, it can make or break your document (and thus the meeting). Someone who doesn't understand the context of the document as much as you do, will interpret the contents of the same document differently and take the conversation in a different, often undesirable, direction. Hence, setting appropriate context is important. To do so in as few words as possible is important, without losing the meaning of the document.
 - b. **Replace adjectives with data:** Your writing will be crisper and more informative if you use facts as opposed to adjectives, that don't convey specific information. For example:
 - made the performance much faster reduced server-side TP90 latency from 10ms to 1ms
 - made delivery much faster reduced P90 delivery time from 2 days to 1.6 days
 - c. **Replace weasel words:** Weasel words weaken your business case and makes you look ill-informed. Replace them with specific data. For example:
 - Nearly all customers 10% of all Indian customers
 - Significantly better +20 basis points
 - d. **Answer questions directly:** If you are responding to a question, answer in one of the following ways, before adding details or justifications:
 - Yes
 - No
 - A number
 - I don't know (and will follow up when I do)
 - e. **Avoid jargon and abbreviations:** Documents have to be self-sustaining and using jargon and abbreviations make them dependent on presentation. Expand every abbreviation when you use them for the first time in a document.
 - f. **Avoid fancy terms:** If you find yourself using fancy terms in the document, ask yourself whether 100% of your readers would be able to comprehend them without looking up a dictionary. Often, fancy terms are used to impress or for conciseness. However, both can be achieved by the other principles mentioned above. The purpose of business writing is to communicate and impress readers with your content and not with your command over the language. Further, at least at Amazon, easily half of your readers wouldn't have English as their native language and the fancy terms might confuse them instead.

4. **Formatting:** Format the document for ease of reading and discussion. These mean using the prescribed document layout guidelines around margins, header, footer, page numbers, etc; so that readers know how to navigate a doc in the same fashion across docs. Some of the aspects of the styling that stood out for me are:
 - a. Add Line numbers. They aid the discussion of documents and saves times
 - b. Leave enough margins on right-side, for comments / notes during the discussion
 - c. Limit the use of colors to 2–3, so that doc is easy on the eyes
 - d. Justified text is easy on the eyes

5. **Good writing vs Normal Writing:** Some of the things under this section are already covered above. Adding the ones that aren't:
 - a. **Keep sentences short:** Use less than 30 words per sentence. Short crisp sentences make your writing impactful. You can do so by replacing phrases with words. For example:
 - Due to the fact that because
 - totally lacked the ability to could not
 - b. **Don't break the narrative-flow:** As far as possible, try to retain the narrative flow of the document, since it aids a smooth flow of reading. If you want to add extra information to support your narrative such as charts, images, further-reading, etc.; move them to the appendix, but reference them in the document at this stage. Obviously, this has exceptions.

6. **Writing Process:** A structured process makes it easier to write structured documents. The following process usually works and is expected to be a multi-day process. Any quality document takes time to get created and will certainly save more time compared to a lower quality document.
 - a. **Dump:** Time-box and dump the content on a document. Don't think about the above rules while doing so. Just try to put your free-flowing thoughts on a document. You can also scribble it on a notepad, your favorite note taking tool, etc. At this stage, while you should attempt to write a narrative, it is okay to put some aspects as bullets, keywords, etc. Remember the purpose is to dump what you know. Dumping serves 2 purposes — a) it makes sure that the activation energy to start a document is very low. If you try to do too many things right in the first go, you will have a higher mental barrier to begin authoring the document. b) Secondly, free-flowing writing forces you to think, question your own beliefs and seek answers to them, i.e. you come to know what you don't know. Time-boxing is another important aspect of the dump stage. It ensures you don't get lost in your free-flowing thoughts and are forced to generate a first draft quickly. After the dump, your document is at best 20–30% of the desired state.
 - b. **Seek and Elaborate:** The data, questions, aspects that are unknowns from the Dump stage, you can seek / fact-find / explore in this stage. Once gathered, add them to the above document. Also, now is the time to expand on your phrases, bullets, etc with details. Based on the facts, you might also want to add / edit / eliminate several parts of the dump. At the end of this stage, your document should be about 40–50% complete. This is a good point to start socializing the document with strictly L0 stakeholders i.e. within your immediate team / co-authors.
 - c. **Make Coherent:** After an initial review with the L0 stakeholders, it is time to work on making the document coherent and begin trimming it down to fit it in the desired size and based on the principles mentioned above. This will require you to read your document a few times. During each pass, be ruthless with cutting flab or add new missing information.
 - d. **Format:** Now is the time to format your document, so that it becomes easier to read, collaborate and discuss.
 - e. **Read, critique, iterate:** While you will read the document during each of the above stages, now is probably the time to read with your L0, followed by L1 stakeholders and expect it to be a final version and match it with the desired quality and make the changes. This will be an iterative process.

7. **PRFAQ:** A PRFAQ — Press Release and Frequently Asked Questions — is Amazon's process of creating new products, technology and processes. A PR is a dummy PR that one writes imagining what would you communicate to your customers (internal or external) when you launch something.

A PR serves two main purposes: a) It forces you to think about the customer, the problem and the solution. It ensures by structure, that you think and talk about the actual problems. It is a tool to define the scope really well. b) Secondly, if your PR doesn't excite you, it will seldom excite your actual customers. It forces you to answer the SO WHAT question. Like everything else in writing, it is an iterative process.

A PR is followed by FAQs. FAQs belong to 2-categories — Customer FAQs and Internal FAQs. Customer FAQs make you imagine and think what customers might ask and hence force you to think corner cases, so-what, discovery, etc. Internal FAQs are where you allow the details to unfold. The What, How, etc.

It will be unfair of me to bundle everything about writing PRFAQs in this same post and will therefore defer it to a later post.

8. **Hotly Debated Topics:** Another interesting tool in Amazon's writing arsenal is a section called Hotly Debated Topics. It is a section that puts out what the document authoring group couldn't agree on, until that moment. It allows them to state the topics that are being debated and the sides / options in some detail. During meetings, these are discussed and resolved among the various stakeholders and leaders. Often, it is the place where one of Amazon's most important Leadership Principles of 'Disagree and Commit' is exhibited. Once resolved, the document is updated with the responses in the same section.

Caveats

1. All these were designed for writing at a specific company and culture and might not necessarily work for another company and / or culture. However, most inherent learnings are transferable across contexts.
2. These pertain to writing business documents. Most of these might not apply to writing in general or when writing fiction, copy, etc. — since the motives of different documentation could be different



बधाई संदेश



शुभचिंतक श्रीमान यज्ञदत्त शर्मा द्वारा-

पूर्व अध्यक्ष नगरपालिका परिषद बलोद
पूर्व जिला महामंत्री भा.ज.पा.दुर्ग जिला

माननीय देवेश दाधीच जी

संस्थापक अध्यक्ष डीआईटीएफ

एवं सम आदरणीय आपके सहयोगी गण...

आपकी संस्था के सद प्रयासों के एक वर्ष पूर्ण होने पर आप सबको हृदय की समस्त शुभ भावनाओं से हार्दिक बधाई, ईश्वर की कृपा सदैव बनी रहे शुभकामनायें। आप लोगों के प्रयास के बारे में कहने लिखने की शुरुआत करना बहुत कठिन है। फिर भी अपनी दृष्टि से कोशिश कर रहा हूँ। तीन शब्द सार्वजनिक जीवन में सर्वाधिक प्रचलित हैं आदरणीय, सम्माननीय, एवं माननीय। वैसे प्रचलित तौर पर यह पर्यायवाची शब्द लगते हैं पर तीनों का अर्थ अलग-अलग है। आदर सदैव पद जिम्मेदारी या दायित्व का होता है तब हम सामने वाले को आदरणीय कहते हैं यह संबोधन दायित्व अनुसार बदलता रहता है। सम्मान सदैव अच्छे कार्यों का होता है। समाज हित लोक हित में अपने कामों की छाप छोड़ने वाले वालों को हम सम्मान की दृष्टि से देखते हैं ये सम्माननीय होते हैं यह संबोधन काफी लंबे समय तक प्रचलित रहता है। मान दायित्व व कार्यों से भी बहुत अलग विषय पर मिलता है इसका संबंध कर्म से है कर्म ईश्वरीय कृपा है। कई बार हमें यह पता नहीं होता है कि हम प्रभु कृपा स्वरूप जो कर्म कर रहे हैं वह बहुउपयोगी है। समाज के हर व्यक्ति को इसका अपना लाभ है ओर यहीं से मान शुरू होता है। मान का संबंध मन से है आदर व सम्मान का संबंध मस्तिष्क से है। मान की प्रकृति स्थायी होती है यह प्रयास से नहीं ईश्वरीय कृपा से ही संभव है।

आप मेरी दृष्टि से माननीय हैं। आप समाज की प्रतिभाओं से सबको परिचित करवा रहे हैं दधीचवंशीय गौरव फिर से जाना जा रहा है। हमारे समाज के बारे में सब प्रकार की जानकारी हमें गौरवान्वित कर रही है आप सबसे जुड़ने की प्रसन्नता है प्रभु कृपा आप सब पर सदैव बनी रहे। सार यह है कि आपके कर्म "सुखद अनुभूति हैं।"

सादर

यज्ञदत्त शर्मा

श्री राम मंदिर बालोद छतीसगढ़



Your **brain** just works
like a **computer**
so to make sure its
programming,
let's solve the riddles



Riddle No 1 :

I can be seen once in a minute ,
Twice in a moment,
And never in a thousand years what am I?

Ans - _____

Riddle No 2 :-

I'm not alive,
But I have 5 fingers.
What am I ?

Ans- _____

Brain Riddles

Search answer in this bulletin

सम्मानिय बन्धुओं से आग्रह है बुलेटिन के लिए
अधिक से अधिक रचनाएँ प्रेषित करें।

यह पत्रिका निःशुल्क है, पत्रिजनों को भी भेजें और
नए पहलुओं से परिचय करवाएं।

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