

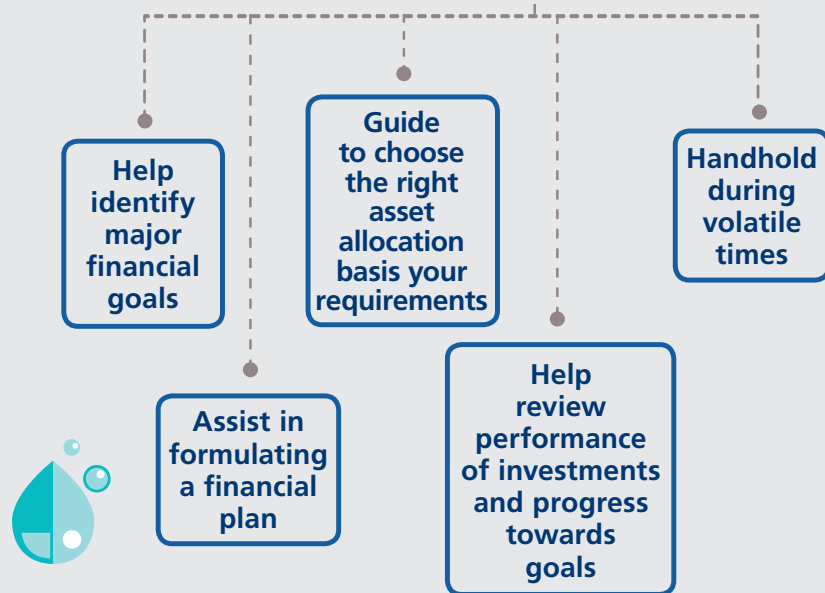


### Story of Biplab Ketan Paul

For a land parched from the summer sun and flooded in the monsoon, an effective water harvesting system is what farmers need. But how do they get one in an arid state like Gujarat? That is where guidance from a determined individual like **Biplab Ketan Paul**, an experienced development sector professional, working in Gujarat, made a difference. **Paul** catalysed the development of a highly affordable and effective water harvesting technology managed by women, called Bhungroo. The system which can hold upto 40 million litres or seven months of water supply for 22 acres, has so far transformed 40,000 acres of barren land and saved monsoon crops for farmers.

## SEEK GUIDANCE TO REACH FOR BETTER

Similarly, to successfully achieve major financial goals such as retirement, you need an able guide. Financial advisors help you to not only identify goals but also create a financial plan. Most importantly, they guide you in making the right asset allocation and investment choices, viz., equity, debt, etc. basis your risk appetite/goal horizon as well as review the progress of your plan. They also provide handholding during volatile market phases when you need to exercise patience and continue investing for longer periods to benefit from the power of compounding. A guide acts like a compass and works to ensure that you follow the right investment path to Reach for Better.



Financial advisors can act as a guide and help you identify goals, create a financial plan and advise you on the right investment choices.