

Here are six inspiring life stories of people who managed to 'Reach for Better' in their personal lives by doing the extraordinary. They also represent the six qualities required for being a successful investor, viz., having a goal, seeking guidance, starting early, knowing it's never too late to start, stepping up consistently during the journey and staying resilient all through.



Story of Pabiben Rabari

Things cannot get worse than losing your father at the young age of five and having to support your family by fetching water for village folks for Rs 1 per utensil. But it was more than good luck or hard work that helped **Pabiben**, a noted embroidery artist from the tribal village of Kukadsar in Gujarat's Kutch region, to succeed. Right from the start, **Pabiben** had a goal of achieving economic independence for herself and the women in her community which she pursued with diligence. Armed with this goal, **Pabiben** found the path too, by first learning Rabari embroidery, then creating a new style called Har Jari, also known as "PabiJari" after her, and then creating and marketing accessories like bags.

## HAVE A GOAL TO REACH FOR BETTER

The **Pabiben** story has lessons for our financial lives. First and foremost, identify your financial goals like retirement, your child's higher education, etc. and find out the amount needed. Then, prioritise your goals and make a financial plan to know the regular investments required to help you get closer to these goals. It is important to invest for each goal separately by calculating the goal amount after adjusting for inflation.

For example, if you need Rs 20 lakh for the MBA education of your child after 10 years, the goal amount is Rs 33 lakh after incorporating inflation assumed at 5% p.a. Your monthly investment needed in a systematic investment plan (SIP) of an equity fund with a assumed return 12% p.a would be approximately Rs.15,000. Like **Pabiben**, have a goal to Reach for Better, in life and your investments.

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### Goal: Child's Higher Education

Goal Horizon: **10** Years

Current Cost: ₹ **20 lakh**

Inflation: **5%** p.a

Cost post Inflation: ₹ **33 lakh**

Monthly SIP needed: ₹ **15,000**

Assumed Rate of Return :  
**12% p.a.**

*For Illustration purpose only*



### 5 Financial Lessons from Pabiben's Story

- ✓ Identify major financial goals like buying a house, child's education/ marriage, your retirement, etc
- ✓ Calculate amount needed for each financial goal after adjusting for inflation
- ✓ Create a financial plan for each goals and prioritise them
- ✓ Segregate your investments goal-wise
- ✓ Remain steadfast in your regular investment efforts till your goal is reached

"No matter how challenging the present circumstances are, having a goal and its constant pursuit can help you reach for better."