



# **BRICS CHAMBER OF COMMERCE & INDUSTRY**

# **NEWSLETTER**

---

**BUILDING BUSINESS - BRICS AND BEYOND**

---

**MARCH**  
**2025**



## ARTICLE II

### WEALTH BEYOND NUMBERS: A LEGACY FOR BRICS & BEYOND



#### MS. PRITI GOEL

INDIVIDUAL MEMBER, BRICS CCI

FOUNDER, CEO & MD - PRISHA WEALTH MANAGEMENT  
PARTNER & CEO - AVINAV CONSULTING

Wealth is more than numbers on a balance sheet; it is a responsibility, a legacy, and an art, one that demands wisdom, patience, and vision. My book, ***Dhanaisha: Cherished Wealth***, embodies this philosophy, deeply rooted in values, prudence, and long-term thinking. Inspired by my father's wisdom and the ethos of Prisha Wealth Management Private Limited (my investment firm), this book is a tribute to responsible wealth stewardship.

Released on the auspicious occasion of my parents' 58th wedding anniversary on March 13, 2025, just before Holi, the festival of renewal and abundance, this book is both a personal and professional milestone. While my mother watches over from heaven, my father's legacy continues to guide me, shaping the principles of responsible wealth stewardship that I share within these pages.

The essence of Dhanaisha is embedded in its name, a fusion of 'Dhanam' (wealth/prosperity) and 'Prisha' (beloved/cherished). It symbolizes not just the creation of wealth but its **nurturing, protection, and meaningful utilization**. The book offers a holistic approach to financial well-being, balancing **short-term aspirations with long-term security** while upholding values of stewardship and sustainability.

## WEALTH BEYOND NUMBERS: A LEGACY FOR BRICS & BEYOND

### A Global Perspective: BRICS & Beyond

While *Dhanaisha* draws from India's rich financial traditions, its principles **resonate globally**. Across **BRICS nations—Brazil, Russia, India, China, and South Africa along with the United States, Europe, the Middle East, and other emerging and developed economies**, individuals and businesses face similar financial challenges: navigating economic volatility, balancing consumption with long-term security, and ensuring sustainable prosperity for future generations.

Each region contributes unique financial strengths that align with *Dhanaisha's* philosophy:

- ✓ **China's discipline in wealth-building and long-term vision**
- ✓ **Russia's resilience in navigating financial uncertainty**
- ✓ **Brazil's entrepreneurial spirit and adaptability**
- ✓ **South Africa's focus on inclusive and sustainable wealth**
- ✓ **India's legacy of intergenerational wealth management**
- ✓ **The Middle East's strategic investment foresight**
- ✓ **Europe's deep-rooted traditions of generational wealth preservation**
- ✓ **The United States' culture of financial innovation and risk management**

Each chapter of *Dhanaisha* **unravels the wisdom behind wealth—going beyond financial metrics to explore true financial stewardship**. It provides a structured roadmap for individuals, families, and businesses to **navigate investments, master risk, and make values-driven financial decisions**. The book integrates **real-life experiences, global financial perspectives, and actionable strategies** that elevate financial decisions from **mere transactions to legacy-building milestones**.

---

## WEALTH BEYOND NUMBERS: A LEGACY FOR BRICS & BEYOND

---

### Key Themes Explored in Dhanaisha: Cherished Wealth

#### Chapter I – Transforming Your Future: Making Investing a Lifelong Habit

Investing is the foundation of financial security and long-term growth. This chapter guides readers on developing a disciplined investment approach, overcoming financial and psychological obstacles, and building sustainable wealth through consistent investing.

#### Chapter II – Wealth with Purpose: Harnessing Emotional Intelligence for Financial Success

Emotional intelligence is a critical yet often overlooked component of financial success. This chapter explores how managing emotions leads to better financial decisions, prevents impulsive mistakes, and fosters patience and discipline in wealth management.

#### Chapter III – Investing Wisely: Maximizing Impact with Limited Resources

Smart investing is possible even with financial constraints. This chapter emphasizes financial literacy, informed decision-making, and strategic investing to optimize resources effectively.

#### Chapter IV – Mastering Wealth: How Financial Advisors Drive Success in India's Financial Landscape

As India's financial ecosystem evolves, expert guidance becomes crucial. This chapter delves into the growing need for financial advisors, emerging wealth trends, and how professional guidance empowers individuals to navigate complex financial landscapes.

#### Chapter V – Timeless Wealth: Crafting a Future That Lasts Beyond Us

True wealth extends beyond personal success—it is about creating a lasting financial legacy. This chapter explores strategies for sustainable wealth that benefits future generations and ensures financial security beyond one's lifetime.

---

## WEALTH BEYOND NUMBERS: A LEGACY FOR BRICS & BEYOND

---

Each of these five chapters features **real-world examples** that highlight the key underlying theme, demonstrating how these principles translate into actionable success stories.

Additionally, every chapter includes **simple and practical strategic exercises** designed to help readers apply these insights to their own financial journeys, fostering hands-on learning and long-term benefits.

### Key Takeaways from *Dhanaisha: Cherished Wealth*

- ◆ **Investing is a habit**—a disciplined, long-term approach ensures financial stability.
- ◆ **Emotional intelligence matters**—managing emotions leads to smarter financial decisions.
- ◆ **Wealth is for impact**—true prosperity is about responsible stewardship, not just accumulation.
- ◆ **Strategic guidance is key**—leveraging financial advisors and literacy enhances wealth creation.
- ◆ **Legacy-building is essential**—sustainable wealth ensures security for future generations.

### Join the Movement for Responsible Wealth Stewardship

As global economies evolve, the need for financial wisdom has never been greater. *Dhanaisha: Cherished Wealth* is more than a book. It's a call to action for individuals and businesses alike to redefine wealth, not just as a measure of success, but as a force for long-term prosperity.

Are you ready to take charge of your financial future and build a legacy that lasts? The journey to *cherished wealth* begins today.

## WEALTH BEYOND NUMBERS: A LEGACY FOR BRICS & BEYOND

### The Bigger Picture: Wealth as a Force for Good

The conclusion ties these principles together, reinforcing a fundamental truth: wealth is not just about accumulation; it is about purpose. True prosperity lies in cherishing, protecting, and utilizing wealth responsibly, ensuring it serves as a beacon for generations to come.

As the world undergoes rapid economic transformation, *Dhanaisha: Cherished Wealth* provides a timeless, universal framework for financial empowerment. Its lessons are particularly relevant as nations and individuals seek to navigate shifting financial landscapes, secure long-term wealth, and embrace responsible financial stewardship in the 21st century.

**Disclosures:** · Investment in securities market are subject to market risks. Read all the related documents carefully before investing · The securities quoted are for illustration only and are not recommendatory · Registration granted by SEBI, membership of BASL (in case of IAs) and certification from NISM in no way guarantee performance of the intermediary or provide any assurance of returns to investors

### E-Book is available at

1. Amazon.in - <https://amzn.in/d/058DYSp>
2. Amazon.com- <https://a.co/d/8Ca1Dzr>
3. Google play- [Dhanaisha: Cherished Wealth by Priti Goel - Books on Google Play](https://play.google.com/store/books/details/Dhanaisha_Cherished_Wealth_by_Priti_Goel)

### Paperback is available at

1. Amazon.in- <https://amzn.in/d/02Tlf8m>
2. Amazon.com- <https://a.co/d/27ArqQA>
3. Flipkart.com- <https://dl.flipkart.com/s/njswwBNNNN>



# BUSINESS MEETS AND EVENTS

## BRICS CCI WE ANNUAL SUMMIT AND FELICITATIONS 2025



The event concluded on an inspiring note with a Special Address by **Mr. Ashok Kr. Singh**, Vice Chairman, BRICS CCI, and a Valedictory Address by **Smt. Meenakshi Lekhi**, Former Minister of State for External Affairs and Culture of India. Their closing remarks reinforced the Chamber's dedication to championing women-led progress at national and international levels. The summit ended with a heartfelt Vote of Thanks by **Ms. Ankita Sachdev**, Joint Director, BRICS CCI, expressing gratitude to all dignitaries, speakers, and attendees for their invaluable contributions.

The BRICS CCI WE Annual Women's Summit & Felicitations 2025 stood as a powerful testament to the Chamber's unwavering commitment to fostering an ecosystem where women entrepreneurs and leaders thrive. With its impactful discussions, high-profile engagements, and celebration of trailblazers, the summit reaffirmed its position as a premier platform for driving women-led economic transformation globally.