

Ancient Wisdom Modern Business

Artha  
Forum

Ancient Wisdom Modern Business



# 12 Guiding Principles for Wealth Creation and Conservation



# 1

For wealth  
to grow  
it must be  
shared



# 2

A photograph of two men in business suits shaking hands. The man on the left is older with grey hair and glasses, wearing a dark suit. The man on the right is younger with dark hair, also in a dark suit. They are standing in front of a wall made of glass blocks. The lighting is soft, and the overall tone is professional.

**Business must be done  
without greed and pride**



# 3

A hand is shown from the top, holding a US penny and about to drop it into a pink piggy bank. The piggy bank is a classic pig shape with a light green coin slot on its back. The background is a solid dark blue.

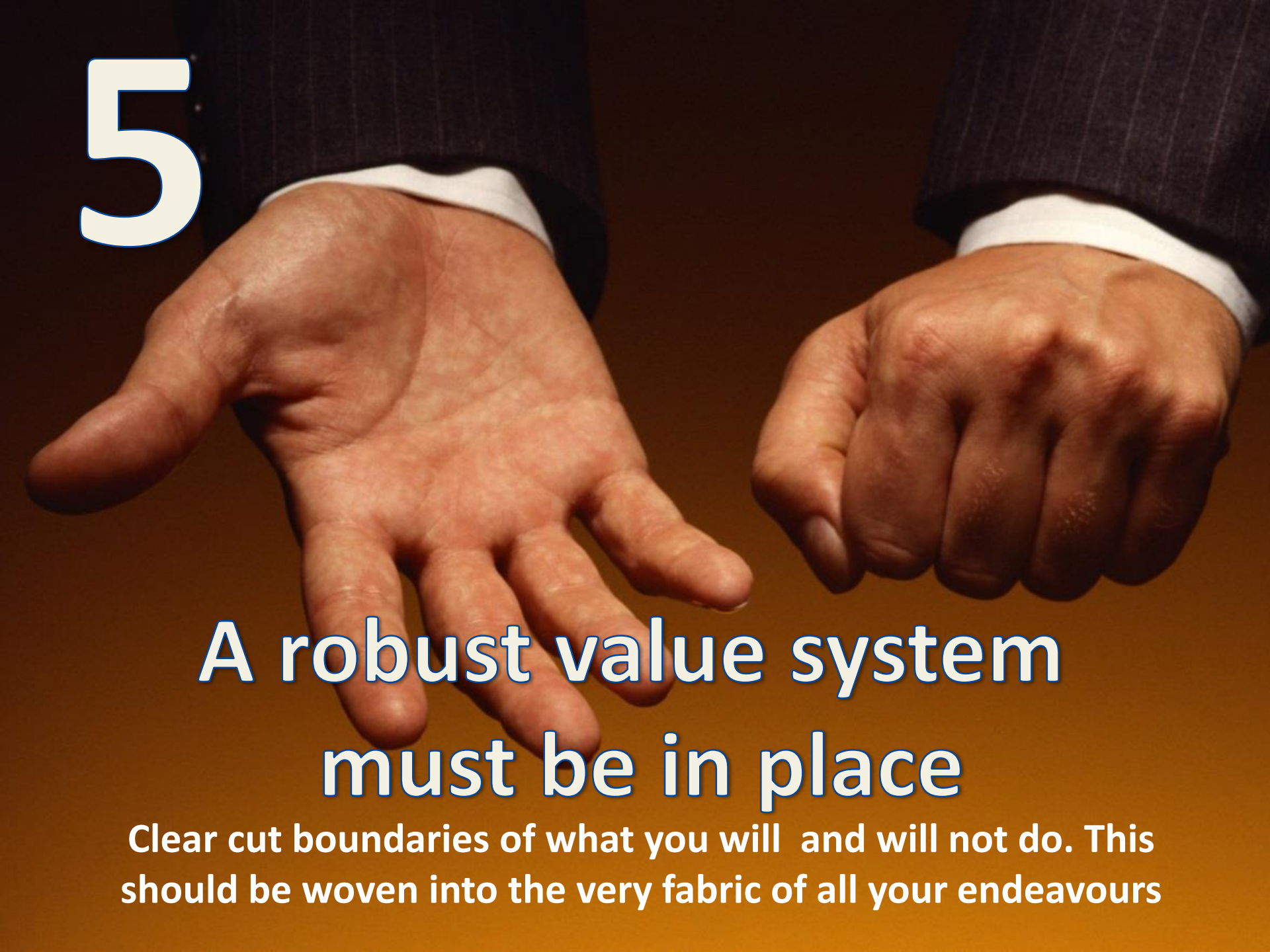
Charity must be built at the  
core of the business model

As a guiding principle, 20% of the upside  
should be given in charity

4

Wealth must be earned  
without being implicated in sin.  
Then it will last for generations

# 5

The background image shows two hands emerging from dark pinstriped business suit sleeves with white cuffs. The left hand is open, palm facing up, with fingers slightly spread. The right hand is clenched into a tight fist, with the thumb tucked in. The hands are positioned against a dark, warm-toned background.

## A robust value system must be in place

Clear cut boundaries of what you will and will not do. This should be woven into the very fabric of all your endeavours





# 6

**Business leaders must have  
and display empathy, kindness  
and exemplary behavior**

**There should be no dichotomy in behaviour while dealing  
with all constituents of business and society**



7

Debts  
must be cleared

URGENT



# 8

**Natural resources  
must be  
conserved and  
replenished**

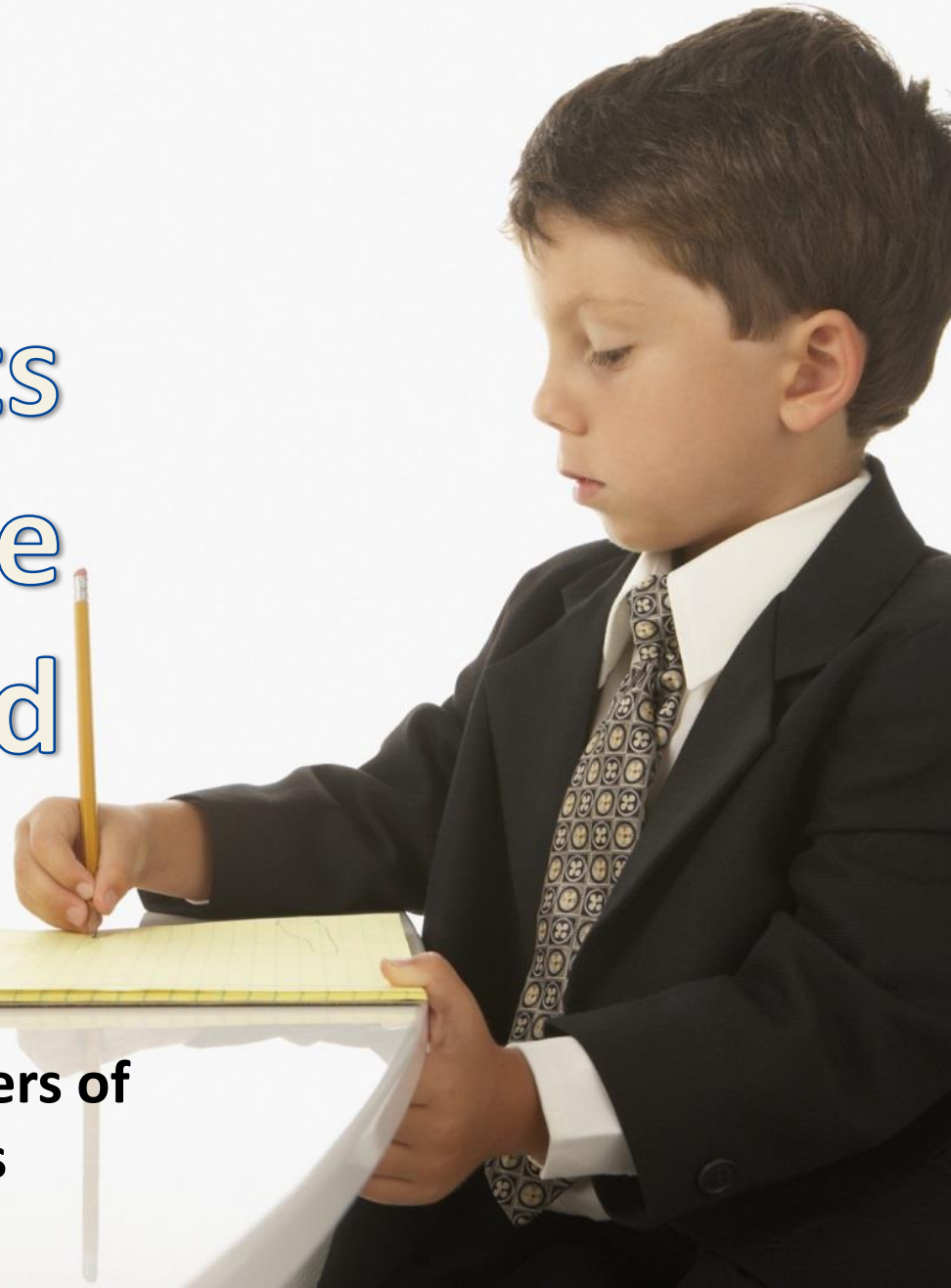
**The importance of living frugally must be practiced and  
encouraged, regardless of social status**



# 9

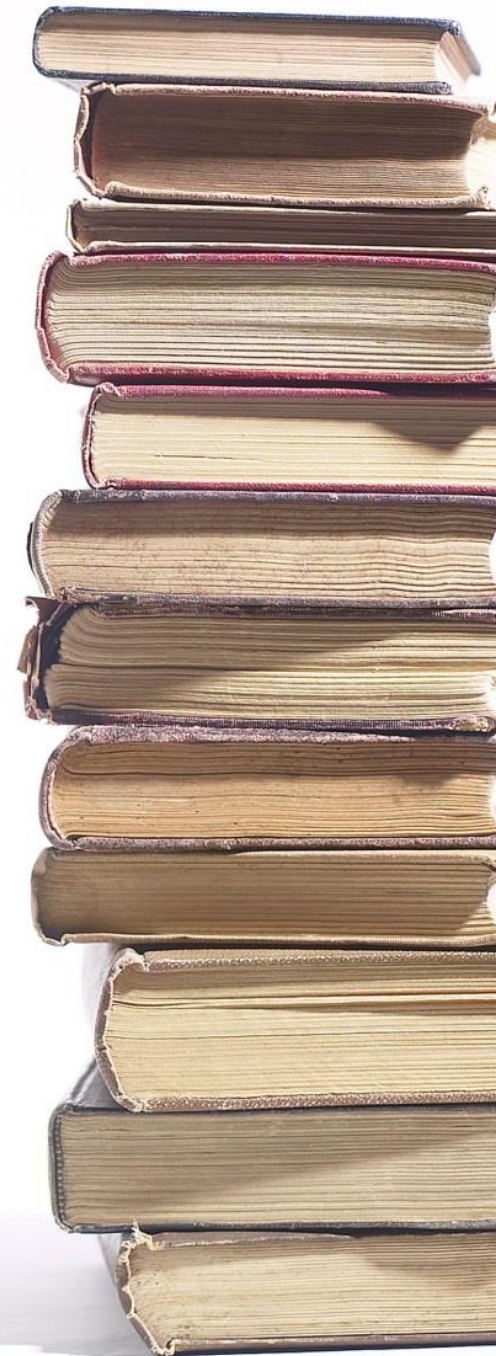
Special efforts  
must be made  
to protect and  
nurture

**Women, children, aged, preachers of  
dharma (religion) and cows**





# 10



A regular system of  
daily spiritual  
practices must be  
followed

**Daily prayers and hearing of spiritual discourses  
must be practiced by each family member.  
Especially monitor three things: the quality of  
your food, association and education**

# 11

## The Principle of Trusteeship must be encouraged and followed

Family wealth is held 'in trust' to be  
passed on to the next generation as  
a spiritual and moral obligation

# 12

Great care must  
be taken to  
indoctrinate  
these principles  
into the  
next generation

Elders must practice and  
demonstrate these ideals before  
expecting the next generation to  
follow