

Of Invest

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Abstract: Nostalgia appears in careless moments. It renders someone indifferent. It reminds the romantic moments of past events. It kicks i.e., whisks away thereby snatches a person from the real world to another world. Here man invests time quite in his unaware. It does not offer financial gain but offers intense heavenly delight that is quite unparallel and is not a commodity which can be purchased from the market.

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INTRODUCTION

Creative writing is based more on manifestation rather than on expression. It does not inform, rather it reveals. So it bears no reference. The best creative writing is critical, and the best critical writing is creative. This article is an outcome of thinking about creative writing meant for a general readership. As such, I have adopted a free style methodology so that everyone can enjoy the pleasure of reading. As you might know, Francis Bacon (1561-1626), the immortal essayist, wrote many essays namely ‘Of Love’, ‘Of Friendship’, ‘Of Ambition’, ‘Of Studies’, and so on. The multiple-minded genius correctly pointed out that all the words of the dictionary can be used as themes for essays. But little has been done since his death to continue or finish his monumental task. Bacon's unique individual style of presentation ignited my imagination and encouraged me to write creative essays as a method of relieving a wide range of emotions through catharsis.

ARTICLE

Invest is to put money into financial schemes, shares, property, or a commercial venture with the expectation of achieving a profit or get an advantage. For example: The company is to invest £12 m in its manufacturing site at London.

It is to provide or endow someone or something with a particular quality or attribute. For example: The passage of time has invested the words with an unintended humour.

It is to commit money in order to earn a financial return.

It is to make use of for future benefits or advantages e.g., invested her time wisely.

It is to involve or engage especially emotionally e.g., were deeply invested in their children's lives.

It is to array in the symbols of office or honor.

It is to furnish with power or authority.

It is to grant someone control or authority over. It is to vest.

It is to endow with a quality: It is to infuse.

It is to cover completely: It is to envelope.

It is to clothe. It is to adorn.

It is to surround with troops or ships so as to prevent escape or entry.

The proverb goes, "Something is better than nothing". As such they say, "Some trade is better than no trade". Late investment is useless and risky as well. It offers either less return or no return at all that leads to ultimate loss. Thus, no investment is better than late investment. Some ambitious or callous persons invest in late hours. Sometimes they gain. Sometimes they lose. They know not what is in their lot. Probability never becomes zero. They believe in this theory. They are allured and guided by this philosophy.

Most of the investments are wrong either due to their callousness or timing or both simultaneously. Again whimsical or crazy customers are the worst kind. Wrong investment causes loss. Here investment of both energy and money become useless. As such they say, "Strike the iron when it is hot". It means judicious investment needs and demands time consciousness. Very few persons know when the iron is hot. More few can strike it timely. This answers why successful investors are numbered.

In fact time management is very important in every sphere of life. It is very crucial to build the career. It is solely responsible to ascertain the rise and downfall of any person. But very few people are conscious regarding its utility. The degree of utility determines the degree of success. It varies person to person. It is an orientation. It manifests the cultural environment that nurtures the man. The outcome highlights personality pattern that makes individual difference.

Return on investment (ROI) is very important. An experienced business man knows when to invest, where to invest and how much to invest. Thus he knows the timings of purchase in the light of both qualitative and quantitative judgement. Similarly, he knows better when to sell, where to sell, how much to sell and whom to sell. The character of customer is very important for loan recovery. This judiciousness proves the solvency of his mind and economic status as well. In fact it depends on both the talent and temperament of the investor.

All markets do not return as expected. Also all markets do not offer equal return on identical investment. The peculiarity of market is that sometimes less investment offers big return and sometimes huge investment offers less return. This phenomenon may or may not occur in future. Return is so unpredictable. It is quite consistently inconsistent. Sometimes it is inconsistently inconsistent that befools a novice at ease and sometimes a shrewd investor even. Thus the whims of the market are gloriously so uncertain.

Customers are of various types. Some customers cannot pay due to their incapability. Here investment is risky and should not be done. Obviously such a customer pays if he earns profit as expected. In fact they are honest but poverty causes hindrance for timely return. However it is a matter of uncertain future. So its outcome is not dependable. Some customers do not pay though they can. Here investment is most risky and chance of return is very remote. Thus nature of customer should be judged meticulously prior to investment. If the arrow is thrown from the bow it cannot be returned back. If investment is an art, return is a greater art.

In business study of customers is very vital since customers are consumers. If they do not consume, production will face stalemate condition. Investment is too simple but receiver person is too complex. In fact, man thinks something but does completely different thing.

A good batsman knows which ball is to play. A great batsman man knows better which one is not to play. An ordinary batsman sees the bowler. An extraordinary batsman always sees the ball. The strategy of a new bowler is unknown. Sometimes a new bowler may bold out even an experienced batsman. As such a shrewd captain uses new bowler to befool the unbeaten batsman.

Similarly, a good businessman knows where to invest. He thinks for profit. A great businessman knows better where not to invest. He thinks for loss. He is cautious more about loss. In contrast a fool invests where not to and invests not where to thereby loses both ways. As such they say where goodness ends greatness begins. In fact tact of omission is an art. All is not

artist. All cannot be artist. All are not destined to be artist. Someone gets it by birth. Someone has to acquire it through sincere devotion and untiring practice.

Similarly, a good student knows which answer is to elaborate i.e., invests more time. A great student knows better which one is to precise i.e., invests less time. Thus judicious investment of time, while writing the answers of different questions in the examination, is very important.

To precise is very difficult. It needs mastery. One must have commands on the concerned subject. It demands presence of mind as well.

Someone knows to summarise. Someone knows to precise. Someone knows to give a title. Only a widely read expert and experienced person can give a suitable title. It is quite sophisticated in nature. Only a wise possesses this rare quality. It is his quite rare individual style.

Donation implies without return. It is culture free. It is care free. It causes no tension. It offers psychic force. It offers sound sleep. Thus it is divine in nature.

Investment means with return. It is mundane. It disturbs sleep. As such a pious soul always donates without expecting return. An evil soul invests thinking future return. Both are diagonally opposite regarding their philosophies towards their lives. The paradox is that donation always offers return for its divinity. Investment may or may not offer return. A pious soul opines that all these happen as per the direction and dictation of Almighty's desire.

Someone invests. Someone invests not. Both are personality traits. They say no politics is also a politics. Similarly no investment is also an investment. If the investment culminates into loss then no investment is better than wrong or bad investment. But this is not always possible to know the outcome of future.

Wrong investment causes loss. It leads to negative direction. No investment will not be negative at least. It will remain either in zero position or where as it is. Similarly, if a person forgets the

path then it is better not to move rather to stand still. Then his companions will find him easily. In contrast if both the parties move then they will never meet each other. Because, the searcher when reaches a particular spot then the lost person has already left that very spot just before his arrival. It is an endless episode of an infinite drama of life man experiences from cradle to coffin.

Generally, the word invest is related with money. Besides money time is also an investment. As such they say time is money. More time means more money. Similarly, energy, attention and devotion fall in the same category. Different people invest different things in different ways with different expectations. The outcome of expectations either may be classical or commercial or cocktail of both in different proportions.

Investment of time is more important than investment of money. If a person faces monetary loss he can gain in future. He gathers experience from loss. Next time he becomes cautious and invests judiciously and timely. The outcome is that he earns profit. If the investment is proper then he can compensate the previous loss and earns profit further.

From investment of time and money i.e., investment of any kind talent and culture of the concerned person can be ascertained. Man invests where return is expected to be better. This expectation may not always be correct. Sometimes his assumption is correct. Sometimes his luck betrays. This uncertainty of luck renders someone either hopeful or frustrated. A man shines when he has both intellect and money. He wins everywhere. Either of the two encourages but both offers confidence which acts as synergy.

A person may lose everything. A thief or a dacoit can snatch away anything. But they cannot steal future. Future is a driving force. It causes movement. Future is alias and akin to money. Also future is unknown. Sometimes it prizes. Sometimes it punishes. None knows what is in the lot. That's why future is so amazingly interesting. And future is the greatest investment of human being.

Man can purchase anything but he cannot purchase time. Time and tide wait for none is a great saying. Time never comes back. Student life never comes back. Childhood never reappears like seasons of the year. The rise and downfall of any person fully depends on judicious investment of time.

A good student reads attentively. He does not waste time. He makes good result. His single success of student life paves the various future successes throughout his life. He enjoys high demand in the market for his expertise. It is the outcome of judicious investment of time in student life.

In contrast an inattentive student plays always instead of studying. He is a real ADIDAS i. e., all day I dream about sports. He cannot learn anything. The outcome is that he cannot pass the examination. This failure of student life is responsible to create the series of his failures throughout his life i.e., from cradle to coffin. Man cannot realise this blunder at that immature period of life. It seems unguarded childhood coupled with unshaded infant offer such a unique personality.

Man realises his bad or callous investment of time when he reaches the autumn of life. He perceives that he has committed Himalayan blunder. At that belated period of life he has nothing to do except mourning. He finds no way to compensate of his deficiency. Misfortune dogs him wherever he goes. He suffers till he breathes his last. Such an unfortunate person dies unfeared. He dies unwept. He dies unsung. He dies unknown as well like nameless thousands who built the pyramids.

Nostalgia is such a thing that restricts the movement of a dynamic person even. Though it is tender in nature, immense is its capacity. Childhood and student life are the most striking examples of nostalgia. They are noted for being free from cares, anxieties and complexities of hard reality. Similarly, in the world of emotion first smile, first love thereby first touch are always nostalgic and dwell in the soft corner of human soul.

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unaware. It does not offer financial gain but offers intense heavenly delight that is quite unparalleled and is not a commodity which can be purchased from the market.

There is a good relation between care and invest. If a gardener takes care of a tree, only then, it grows up and flourishes properly otherwise it dies. Thus the existence of a tree of the garden fully depends on the tender touch of the affectionate gardener.

In contrast a jungle tree does not get any care. Also it does not need it. It experiences heat and hailstorm. Yet it rises high alone independently without taking the help of any kind-hearted gardener. It is so undaunted. It grows up naturally in abundance. Nature is its real mother. Thus ill weeds grow apace.

In share market investment of money is very crucial. Here someone loses. Someone gains. It is just like oxidation and reduction of chemical reaction. Where there is oxidation simultaneously there is reduction. Thus one man's gain means another man's loss. Here losers are many. Gainers are numbered. In fact only few shrewd persons know the password of profit. This is the open secret but confidential in nature.

In share market talent is a very crucial factor. Greed allures an investor. If the investor is intelligent he can earn profit. If greed surpasses talent then downfall is a must. This happens widely not only in the share market but in every sphere of life from cradle to coffin. A person must have both base and brake. But in most of the cases there is scarcity of both. Someone has only base. Someone has only brake. Very few persons possess the both. As such breakage is widely observed as the ultimate outcome. Thus investment is not the factor; rather greed of the investor is the factor for ultimate loss.

Investment may be casual or serious. It may be with aim or without aim. In case of casual or aimless investment failure offers no pain. But in case of serious venture judicious investment is a must. Here capacity and status matter much. An ugly and poor guy should not expect to marry a heroine. It is not feasible. So investment of time and energy will be fruitless. In fact ability without feasibility is also disability.

In case of love emotion is a driving force. Since emotion has no cognitive status most of the time it fails to fulfil the desire of the romantic soul. As such a lover who cannot bear the pain of failure or separation should not run after the fiancée. Sometimes a frustrated lover commits suicide. Such an unfortunate lover is well advised that, “Don’t commit suicide; life has its sweet side too”.

All is not for all. All cannot do all and everything. An unable person should not envy an able person. Similarly, the superior should not hate the inferior. But the reality is that the rich keeps safe distance from the poor. An intelligent person likes not to mourn or suffer being envious rather he tries hard to attain success thereby be a member of elite class. He fixes strategy and invests time and energy accordingly.

Investment is all and everything. Good investment offers good return. Bad investment offers bad return. A person is known by

the company he keeps. Investment of time with good company makes a person wise. That with evil company makes a person prodigal. He becomes diverted. He becomes misguided. If such a person is genius then he becomes a diverted genius. He becomes a misguided missile. Then he becomes either dangerously brilliant or brilliantly dangerous or both simultaneously. Thus such a person is a headache to the family thereby to the society and nation at large. This human resource is a liability instead of asset and finds no place for investment.

CONCLUSION

Look before you leap is a great saying. This guideline should be followed by all persons before investing anything, anywhere and anytime as well. This is the essence of good investment that paves the way to achieve greatness. They say where goodness ends, greatness begins.

REFERENCES

No reference, since the present article is an outcome of Creative Nonfiction Writing.