

# THE **KAMAKSHI** JOURNAL



## ***Before Business Becomes Large, It Must First Become Believable***

In today's world, people speak a great deal about capital, growth, valuation, scale, and speed. These things matter, of course. Business cannot grow without ambition, discipline, and financial strength. But after spending years building, struggling, learning, and creating across different industries, I have come to believe one thing very deeply: the strongest currency in business is still trust. Money can open a door. Strategy can create momentum. But trust is what makes people stay, return, believe, and grow with you. Without trust, success may come for a while. With trust, it begins to last.



## ***In the Early Days, I Did Not Have Everything, But I Knew I Had to Protect My Word***

When a man starts building something from the ground up, he does not always begin with abundance. He may not have endless capital, a powerful network, or the comfort of certainty. What he does have is his name. And in the early years, that name becomes his first real balance sheet. I learned very early in life that if people trust your word, they are willing to trust your work. But once your word loses value, even your strongest effort begins to weaken in the eyes of the world. There were times in my own journey when circumstances were difficult, when things were not easy, and when pressure was real. But even then, I always felt that if I gave my word, I had to honor it. A delay can sometimes be explained. A challenge can sometimes be managed. But broken trust leaves a mark that takes years to repair.

**A Deal Can Be Won With Smartness. A Relationship Is Won With Character**

One of the biggest lessons business teaches you over time is that closing a deal and building a relationship are not the same thing. A deal can happen through timing, negotiation, price, or opportunity. But relationships are built through consistency, conduct, and character. Many people know how to speak well in the beginning. Very few know how to remain dependable after the promise is made. To me, that has always been the true test. Can people rely on you when the excitement of the first conversation is over? Can they trust you when there is pressure? Can they trust that your standards will remain steady not only when things are easy, but especially when things are difficult? This is where trust stops being a word and becomes a business philosophy.

**I Have Seen People Remember Conduct Longer Than They Remember Numbers**

Over the years, I have met many kinds of people in business customers, partners, vendors, employees, well-wishers, doubters, and believers. And if there is one pattern I have seen again and again, it is this: people remember how you made them feel far longer than they remember the transaction itself. They remember whether you stood by them. They remember whether you behaved with dignity. They remember whether you made them feel safe in doing business with you. Numbers matter, yes. But numbers alone do not create emotional security. Trust does. When a person feels they can rely on you, they stop seeing you as just another businessman. They begin to see you as someone whose name has weight. And in my view, that is one of the highest forms of respect a businessman can earn.



**Some of the Strongest Foundations of My Journey Were Built Quietly**

When people look at any business from the outside, they often see the visible milestones the offices, the projects, the scale, the businesses, the expansion. But many of the strongest foundations are built quietly, in moments that the world never sees. They are built when you choose honesty over convenience. They are built when you return a call you could have ignored. They are built when you stand by a commitment even when it costs you comfort. They are built when you choose to protect a relationship instead of maximizing a moment. Some of the most valuable things in my own journey did not come from dramatic decisions. They came from repeatedly choosing conduct over impulse. That is how trust compounds. Quietly. Gradually. Powerfully.

**A Family Name Becomes Valuable Only When People Feel Safe Under It**

As a founder, and as someone who has always believed deeply in family, responsibility, and legacy, I often think about what a name should stand for. A family name is not valuable because it is old. It becomes valuable when it makes people feel safe. Safe to deal with you. Safe to invest belief in you. Safe to return to you. Safe to recommend you. That kind of value cannot be created through branding alone. It is created through years of consistent behavior. It is created when a name begins to carry a silent promise that things will be handled with seriousness, dignity, and fairness. To me, that is the kind of reputation worth building. Not the kind that is loud, but the kind that is dependable.

**Trust Does Not Make Business Soft. It Makes It Stronger**

Some people mistake trust for softness, as if being values-driven means being weak in business. I do not believe that at all. In fact, I believe the opposite is true. Trust makes business stronger. It gives it resilience. It allows businesses to survive difficult phases because relationships remain intact. It allows one conversation to become ten introductions. It allows one satisfied customer to become years of goodwill. It allows a team to work with confidence because they believe in the leadership above them. Trust is not emotional weakness. It is structural strength. It is what gives a business inner stability while the outer world keeps changing.

**In Business, Profit Brings Growth. Trust Brings Blessing**

This is something I have felt for many years. Profit is important. No business can survive without it. But profit alone does not create peace. Profit alone does not create respect. Profit alone does not create legacy. There is another layer of success that comes when people genuinely wish well for you because they have experienced your fairness, your conduct, and your integrity. That goodwill is a blessing. And blessings are not built through cleverness. They are built through trust. I have always believed that businesses grow faster when they are supported not only by money, but by goodwill earned honestly over time.

**The Hardest Test of Trust Comes When You Have the Chance to Compromise**

Anyone can speak of values when there is nothing at stake. The real test comes when compromise becomes easy, profitable, and convenient. That is when a man discovers what his business is truly built on. There will always be moments in life where one can take a shortcut, bend a standard, delay a responsibility, or justify a weaker decision. But I have always felt that the true measure of a businessman lies in what he chooses when no one is forcing him to choose correctly. Those are the moments that shape a name. Those are the moments that decide whether people will trust you only in comfort, or respect you in principle.

***“The world may do business with your product once, but it returns for the character it felt behind your name.”***

**In the End, the Strongest Currency Is the One People Carry in Their Hearts About You**

As I look back on life and business, I do not believe the most valuable thing a man builds is only wealth. I believe it is the feeling people carry when they hear his name. Do they feel caution, or do they feel confidence? Do they feel doubt, or do they feel dignity? Do they remember cleverness, or do they remember character? That is why I still believe, and will always believe, that trust is the strongest currency in business. It cannot be printed. It cannot be borrowed. It cannot be bought in bulk. It must be earned, protected, and lived. And once earned deeply, it becomes richer than profit, stronger than promotion, and more lasting than position.

