

### ***'Swatantra'- what does it mean to you?***

'Swatantra' may commonly be defined as freedom, but the concept of freedom is self defined, what frees you may bind another. The common thread that runs through each of these millions of definitions of freedom is the sense of exultation and power that it lends to the one experiencing it.

'Swatantra' is not just a physical state of being but also an expression of the mind, only when one is free, truly 'Swatantra', does one have the courage, the motivation and the ambition to reach the best of their potential.

### ***Money and You***

The man called 'money' as we all know him; has a temperament that is unmatched. He second guesses you, catches you unaware when you least expected and rules your life. He's the omnipresent godfather who you will always like to keep happy and feel obliged to serve.

How you treat your money is how it will treat you. Till you find ways for your money to serve you well, the gap between what you are and what you want to be will remain unbridged. Money management is not a skill that you acquire; it is a choice that you make.

Money management is no rocket science, it's simple and it pays results that are tangible. Money being an index of happiness, your money management skills directly relate to your state of being, and since nothing rules better than the mind, let it mind your money matters too.

### ***'Swatantra', Money and You***

Monetary freedom as a term is almost an oxymoron for people who still haven't found ways to manage their money.

UTI MF's 'Swatantra' campaign aims to turn the myth of 'money being master' on its head and help people understand how money can be made to be the best friend you never had, and one that you can have for life.

## ***'Swatantra'-your journey to financial freedom***

UTI Mutual Fund as an established name in the financial industry has over the years felt the need to simplify investment for people and to make money work for them. The 'Swatantra' campaign is a step forward in this initiative to demystify investment and do away with the confused perceptions of it.

### ***'Be 'Swatantra''***

Knowledge is power, so if it is your money that you want to empower, it makes a lot of sense to educate yourself about it.

The 'Swatantra' campaign that runs on wheels and reaches out to people from all corners of India is a nationwide enterprise running on three principles

-EDUCATION

-INVESTMENT

-COMMITMENT

'Swatantra' is he who has educated himself, invested right and committed to consistently educate and invest throughout his lifetime.

### ***What is investment and how am I 'Swatantra' because of it?***

Simple question, simpler answer.

Money is a social being, it can't sit idle or it depreciates in value, it likes to roll, gather momentum, own things and generally give you a good time. It's only unfaithful when you have neglected it. So the smart thing to do is to invest and invest in Mutual Funds.

'Swatantra' tells you how to make friends with your money, and it breaks many preconceived notions that you may have had about your friend

- There's no such thing as 'too little' money when you want to invest, what you have is good enough to make a start

-It's not a question of if, but when, anytime is a good time to start investing, just make the decision

-Investment is not expensive, start small, invest in variety and reap the benefits

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-Investment in Mutual Funds is risk free and more

***Tell me more about 'Swatantra'***

'Swatantra' was born because UTI-MF felt that most people either thought that investment is a complicated affair or they couldn't afford it. Its mantra is INDIA INVEST KARO

'Swatantra', as a campaign on wheels has started to connect with people, to help them understand their money, and educate themselves in ways to handle their finances.

'Swatantra' campaigners are travelling across the length and breadth of the subcontinent to educate you about your money and how, where and why you should invest it. We have various contact programs that you can participate in to understand ways of simplifying your investment.

Provide us quick details in the form here <http://www.indiainvestkaro.com/> and make friends with your money.