

29 Oct 2012

Forced Development!

A brand new way to make more money by simply serving as the epicentres of the global recession...

While the common men suffer with the most terrible waves of recession, they are simply missing out on the very, root causes that have caused such an economic havoc. When we are all busy in clearing our monthly bills; there is a bunch of smart-guys making big bucks out of our own efforts. And surprisingly, they manage to use us, without hiring or paying us any reward. All what we get in the end is (now) a dandruff-common problem; RECESSION! Very less crowd actually understands the gravity of the situation and realizes the impact of its consequences. Beyond any specific country or industry, this is about the basic psyche that plays a vital role in inflating the costs and deflating the lives of common men. The best thing about it is that until the darker half is realized, we are all kept under an illusion of walking on the path of success and development!

Let's see how it actually works...

Step 1: Where's the best Margin?

First of all, the white collared robbers find out businesses that have the highest of the differences between the required investment and (expected) returns. No matter what it takes to be eligible to invest, all that matters is the margins. This is how the biggest of the recessions attain their inception.



Step 2: Can I borrow your Savings?



The very immediate step is to gather all the resources possible. Obviously, most of such plans have to be based on the heaviest of the loans from the banks all over. Although there are various regulations controlling the amount of green, one can put into any sector but sometimes risks are overshadowed by expectations. As a result many dreams that were safely kept in the banks as savings; go into the aspirational goals of (someone's) developmental projects!

Step 3: Make it till you Break it!

After having everything within reach; the execution starts. The exploitation of natural and human resources begins with such an intense enthusiasm that it almost starts appearing to be the best time of that particular business or industry. This is how world experiences several booms like the 'IT boom' and very recently, 'Real Estate boom'.



Step 4: The Burp!



After all the developmental fuss, there comes a phase when the system gets saturated. This is the time when all the (excessive) mess is to be put to sale! The projects that were based on the hypothetically expected demands and their rate of returns start turning out to be fictitious. But when you have the money, you also have the access to influence. This is how intensive promotional and marketing plans are made to turn the supply into a necessity!

Step 5: It's your Favourite movie, isn't it?

Eventually the whole business of designing our dreams begins. The media starts telling us what we actually want and need! Surprisingly they manage to do it so well, that we always keep on believing their influence to be our own decisions! This is when various ads are flooded with inspiring words like 'your ultimate dream', 'be your own king', 'take control', etc. We also easily fall for it because the ideologies transform in bulk and all who resist, are looked upon as the 'uncool'.



Step 6: Pack-up, it's time to Live!



Gradually; time comes when everyone starts realizing that the ventures they invested in were way more than actual requirement. This is when the real cost of the inflated development has to be paid; not by the muggers, but by us. The original creators of this loot-structure start gathering their profits and leave all the responsibilities to the system.

Step 7: Someday, it's really gonna work!

The worst nightmare for the masses is the time, which the system requires in regaining stability. Technically, any investment made in any industry is definitely going to pay-back someday. The problem lies in the time-frame, wherein the debts are pending and costs are not recovered. When this time gap exceeds the tolerance range of day-to-day economy, the entire system has to suffer for its consequences in the form of hikes and recession!

