

DXN LIFE



INDIA EDITION

For Internal Circulation only

Vol. 4 September 2016
Rs.70/-



A taste like no other



ALSO FEATURES

PRODUCT LAUNCH: LINGZHI COFFEE 2-IN-1 & 3-IN-1

TSIP 2015 MAURITIUS

BACK-TO-BACK RECOGNITION NITE & ACHIEVERS TRAINING 2016

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DXN LIFE

4th Edition / September 2016

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CEO MESSAGE



Good Morning DXN!

It is a very great year for DXN! We are expanding to more than 180 countries worldwide and our big family consists of more than 6 million members, and it is increasing daily. We are also having huge development and progress in China; our future is never limited and we are realising our BIG dream together with all your effort and contribution.

Throughout the years since our inception, we have already been planning the future of DXN members and the bringing of REAL freedom to the world of DXN. With the "One World One Market" philosophy, YOU can be successful in any country of the world. By implementing our 3000ppv monthly marketing plan, sharing your product knowledge and sponsoring new members with useful tools such as webinars, motivational seminars and DXN success stories, YOU are equipping yourself for the road of success in DXN. Every month you will receive huge bonuses, and, everyday you gain a step closer to your dream and REAL freedom. YOU are free of diseases and most importantly, YOU are wealthy and healthy. YOU are free to go anywhere in the world anytime and your family's future is assured by your success today.

DXN will continue the momentum to expand. We sustain, we grow! We are the REAL MLM company; the BIGGEST ganoderma company in the world. Every great achievement is the beginning of even greater ones. So let's work together and make DXN No.1!

Thank You!

DATO'DR.LIM SIOW JIN
Founder & CEO

सुप्रभात डी एक्स एन!

यह वर्ष, डी एक्स एन के लिये बहुत ही कीर्तिजनक है। हमलोग विश्व के 180 से भी अधिक देशों में स्वयं को विस्तृत कर रहे हैं और 60 लाख से भी अधिक सदस्य, हमारे इस विशाल परिवार का हिस्सा हैं तथा प्रतिदिन इनकी वृद्धि हो रही है। हमलोग चीन में भी बड़ी मात्रा में विकास और प्रगति के पथ पर अग्रसर हैं। हमारा भविष्य अंतहीन है और आपके योगदान तथा प्रयास के फलस्वरूप, हमलोग अपने इस महान स्वप्न को एक साथ साकार होता हुआ देख रहे हैं।

अपनी स्थापना के पश्चात पूरे वर्ष, हमलोग डी एक्स एन सदस्यों के सुन्दर भविष्य पर कार्य कर रहे हैं और डी एक्स एन की दुनिया को वास्तविक स्वतंत्रता से रूबरू करा रहे हैं। "एक विश्व, एक बाज़ार (One World, One Market)" के सोच के आधार पर आप विश्व के किसी भी देश में सफल हो सकते हैं। 3000 पी पी वी के मासिक मार्केटिंग प्लान को कार्यान्वित कर के, अपने उत्पाद की समझ को साझा कर के तथा वेबिनार, मोटिवेशनल सेमिनार, डी एक्स एन की कामयाबी की दास्तान (Success Stories) जैसे महत्वपूर्ण साधनों द्वारा नये सदस्यों को शामिल कर के, आप डी एक्स एन में सफलता के पथ पर अग्रसर हैं। आप प्रत्येक माह एक विशाल बोनस अर्जित कर रहे हैं और प्रतिदिन अपने सफलता रूपी स्वप्न तथा वास्तविक स्वतंत्रता की ओर एक कदम बढ़ा रहे हैं। आप रोगमुक्त तथा सबसे महत्वपूर्ण, आप तंदरुस्त और दौलतमंद हो रहे हैं। आप किसी भी समय विश्व के किसी भी कोने में जाने के लिये स्वतंत्र हैं और आज की इस सफलता के फलस्वरूप, आपके परिवार का भविष्य सुरक्षित है।

डी एक्स एन, विस्तार की इस गति को जारी रखेगा। हम पोषित होते रहें, हम अग्रसर रहें! दुनिया की सबसे महान गैनोडरमा कंपनी के रूप में, हमलोग एक वास्तविक एम एल एम कंपनी हैं। सभी महान उपलब्धियां, एक महानतम उपलब्धि का आगाज़ है। चलिये मिलकर इस महान मुहिम पर कार्य करें और डी एक्स एन को उच्चतम श्रेणी पर स्थापित करें।

धन्यवाद!

दातो' डॉक्टर लिम सियाव जिन
संस्थापक & सी ई ओ

DIRECTOR'S MESSAGE



Dear Valued Distributors,

Good Morning!

We had seen a series of mega events prepared for the market in the 2nd and 3rd quarters of 2016. These included the ITSI to Mauritius, Farm Visit to Malaysia, launching of Lingzhi Coffee 2 In 1 & 3 In 1, and most prominently the presence of our CEO Dato' Dr. Lim Siow Jin at the Bodh Gaya Gathering attended by more than 3,000 great leaders of DXN and of course, accompanied by the first DMI Crown Ambassador couple Professor K N Vasupalaiah and Dr. Rathna Vasupal. All these marketing activities have resulted to surge of sales to a new record high!

One World One Market is a very profound philosophy of DXN and it is manifested throughout the world to mean:-

- One World One Boss
- One World One Company
- One World One Logo
- One World One System
- One World One Membership
- One World One Marketing Plan
- One World One Bonus

In short, it simply means a distributor only needs to register in one country, he/she can do recruitment, networking and business of DXN in any part of the world. On top of that the distributor only needs to maintain minimum PPV applicable to any one country to qualify for earning bonus of all the transactions done by his/her network throughout the world. Further to that, if the distributor manages to achieve the highest rank of being a Crown Ambassador in one country, be it that the time taken could be more than 10 years to do so, he/she will be equally recognized as a Crown Ambassador all over the world without the need to start from scratch in any other country. What a beauty as a serene feature of the Marketing Plan!

E-business is going to be a revolutionized business model of DXN involving radical changes in business process and fundamental way of working and networking. We shall continue challenging new boundaries and carving a clear path towards a new internet era. With these extra and intra-internet, we need to explore and implement about having a b2c (business to customer), b2b (business to business), c2b (customer to business) and c2c (customer to customer) with online and offline transaction. Pioneering revolutionary changes in our business is an integral growth in the global scene so that DXN will stand tall as a world leader in health and wellness industry.

We would like to express our heartfelt gratitude and appreciation to all of you, our valued Distributors, Stockists and Management as smart partners in the 3 In 1 concept towards building a harmonious team for achieving the common goal of DXN to make the world a healthier and happier place to stay.

A handwritten signature in black ink, appearing to read 'Teoh Hang Ching'.

TEOH HANG CHING

Group Executive Marketing Director

DIRECTOR'S MESSAGE



प्रिय मूल्यवान डिस्ट्रीब्यूटर,

गुड मॉर्निंग!

पिछले तिमाही, मार्केट के संवर्धन के लिये हमलोग एक मेगा इवेंट की श्रृंखला से रूबरू हुए। जिसमें मॉरीशस का आई टी एस आई (ITSI), मलेशिया के फार्म की सैर, लिंगजी कॉफी 2 इन 1 और 3 इन 1 का शुभारंभ सम्मिलित है और सबसे प्रमुख, हमारे सी ई ओ दातो डॉक्टर लिम की गया में उपस्थिति, जहां हमारी पहली काउन एम्बेसडर जोड़ी के. एन. वासुपाल्य और डॉक्टर रतना वासुपाल की अगुवाई में डी एक्स एन के 3000 से भी अधिक महान लीडर्स ने भाग लिया। सभी मार्केटिंग इवेंट के फलस्वरूप हमारा सेल्स एक नये उच्चतम कीर्तिमान को छुआ !

एक विश्व एक बाज़ार (One World One Market), डी एक्स एन का परम विचार रहा है और यह विश्व भर में निम्नलिखित रूप से व्यक्त होता रहा है :-

- वन वर्ल्ड वन बॉस (One World One Boss)
- वन वर्ल्ड वन कंपनी (One World One Company)
- वन वर्ल्ड वन लोगो (One World One Logo)
- वन वर्ल्ड वन सिस्टम (One World One System)
- वन वर्ल्ड वन मेंबरशिप (One World One Membership)
- वन वर्ल्ड वन मार्केटिंग प्लान (One World One Marketing Plan)
- वन वर्ल्ड वन बोनस (One World One Bonus)

संक्षेप में, मूल अभिप्राय है कि डिस्ट्रीब्यूटर को किसी एक राष्ट्र में पंजीकरण की आवश्यकता होती है। उसके पश्चात वह विश्व के किसी कोने में अपना डाउनलाईन, नेटवर्क बना सकता है या डी एक्स एन बिज़नेस कर सकता है। सबसे महत्वपूर्ण, डिस्ट्रीब्यूटर को केवल उस देश के लिये उपयुक्त न्यूनतम पी पी वी बनाये रखने की ज़रूरत होती है जो उसे पूरे विश्व में उसके नेटवर्क द्वारा हुए सभी सौदे का बोनस प्राप्त करने के योग्य बना सके। अगर कोई डिस्ट्रीब्यूटर किसी एक देश का काउन एम्बेसडर जैसा सर्वोच्च पद प्राप्त कर लेता/लेती है, जिसमें 10 वर्ष से भी ज्यादा का समय लग सकता है। वह विश्व भर में, किसी अन्य देश के आरंभ से इस पद पर विद्यमान लीडर्स के समानांतर, एक काउन एम्बेसडर के रूप में जाना जाएगा। हमारे मार्केटिंग प्लान के इस विशेष बेदाग गुण का एक अलग सौंदर्य है !

ई- बिज़नेस, अब डी एक्स एन के बिज़नेस मॉडल में क्रांति लाने वाला है। यह बिज़नेस प्रक्रिया में तथा कार्य करने और नेटवर्किंग की मौलिक शैली में एक क्रांतिकारी परिवर्तन लाएगा। हम इस नए इंटरनेट युग की दिशा में नई सिमाओं की चुनौतियों को जारी रखेंगे तथा एक नई उचाई की तामीर करेंगे। इंटरनेट और इंटरनेट के द्वारा हमें नई चीजों की खोज तथा बिज़नेस टू कस्टमर (b2c), बिज़नेस टू बिज़नेस (b2b), कस्टमर टू बिज़नेस (c2b), कस्टमर टू कस्टमर (c2c), सेवाओं के लिये ऑनलाईन तथा ऑफलाईन ट्रांज़ेक्शन को कार्यान्वित करने की आवश्यकता है। वैश्विक परिदृश्य में हमारे कारोबार में अग्रणी क्रांतिकारी परिवर्तन के कारण व्यापक वृद्धि इतनी हो रही है कि वेलनेस उद्योग में डी एक्स एन एक विश्व के नायक के रूप में उंचाईयों को प्राप्त करेगा।

हम, आप सभी के प्रति, हमारे मूल्यवान डिस्ट्रीब्यूटर्स, हमारे स्टॉकिस्ट, और मैनेजमेंट को हार्दिक आभार व्यक्त करना चाहते हैं जो एक काबिल साझेदार के रूप में विश्व को सौहार्दपूर्ण, स्वास्थ्यपूर्ण जगह बनाने के, डी एक्स एन के लक्ष्य को प्राप्त करने के लिये एक 3 इन 1 अवधारणा वाली सामंजस्यपूर्ण टीम का गठन किया।

त्योह हेंग चिंग

ग्रुप एक्जीक्यूटिव मार्केटिंग डायरेक्टर

LEAD FROM THE FRONT -

Money FOLLOWS YOU



From the desk of
Prof. K.N. Vasupalaiah & Dr. Rathna Vasupal - 1st Crown Ambassadors

Network Marketing is the business of Leadership; as a matter of fact Entrepreneurship is **LEADERSHIP**.

Most of the people fail in business because of their inability to handle the business courageously during crisis. There is no business without problems. Any business can be made successful by the skilled leadership. Leading from the front not from the back is the secret of success.

Many so called leaders appear during the good times and disappear during crisis. Such opportunistic leaders cannot build a long lasting team. Network Marketing is a team business and you require a Visionary leader to lead the team.

The Business of DXN is not one's ability to speak, but more than just speak, the value of the ability to Lead and Inspire. Researches from the network marketing companies education programs reveals that one of the most important skills they develop in people is Leadership.

Though all of us have this skill, but few of us are offered the training, the time and the opportunity to actually develop this skill.

In the words of Robert T Kiyosaki, "One of the biggest values of a network marketing businesses is the Leadership training you receive. Any training which gives you the education, the time, and the opportunities to develop one of your most important business skills—"Leadership", to be successful in network marketing business is valuable.

Fear and Greed are the most important killers in this business. Leadership with courage and conviction to pursue the dreams and goals of the team will make them to reach the top. Again to quote Robert T Kiyosaki "Money doesn't go to the business with the best products or service. Money flows to the business with the best leaders."

Money always flows to the leader in any network marketing company. DXN is not an exception. If you want more money, simply become more of a leader. If you have guts to lead and handle any crisis in the business, then only money flows to you.

Leading from the front to inspire and imbibe confidence to the team is very important. In networking marketing- for one to succeed, remember People follow "what you do" not "what you talk." Unless you make money and show, nobody will believe that this business will work for them.

Leadership is simply showing the right and successful path for others to follow. Most important fact you must remember in this industry is- unlike conventional business nobody will give a title of leadership. Leadership is simply taken voluntarily, not given. If you hesitate to take leadership and lead your business team then you are lost in this business.

Leadership is equally true about your ability to obtain followers. If there is nobody behind you to duplicate, nowhere you are going to reach in this sector.

This is a funny industry – Copycat marketing – A duplicate able business. All leaders have followers. Hitler was a leader and so were Jim Jones, Jesus of Nazareth, Martin Luther King Jr., Winston Churchill, Mahatma Gandhi and John F Kennedy all were leaders. While their value systems and management abilities were different, each had followers. According to David Hartley Leonard "Once you define leadership – that it is the ability to get followers, you work backward from that point of reference to figure out how to lead."

John C Maxwell well said about Leadership as follows:

"Everyone talks about it, few understand it. Most people want it, few achieve it."

Leadership is just copying the successful action of a person who is already leading in this business.

Leadership is simply your ability to influence others in your team.

Leadership is equally true about your ability to obtain followers.



Leadership is simply showing the right and successful path for others to follow.

LEAD FROM THE FRONT

Leadership is not receiving position, title, status or rank but it is your ability to influence others to follow you to pursue their dreams to reach the top. Leaders are a mentor and dreamers, who influence others to lead and achieve their goals. A real leader knows the difference between being the boss and being the leader, as illustrated by the following:

- The boss drives his workers; the leader coaches them.
- The boss depends upon authority; the leader on goodwill.
- The boss inspires fear; the leader inspires enthusiasm.
- The boss says "I"; the leader says "We".
- The boss fixes the blame for the breakdown; the leader fixes the breakdown.
- The boss knows how it is done; the leader shows how!
- The boss says "go"; the leader says "let us go".

Leadership is also your ability to build the right team to lead the global market. Nothing works without a risk taking ability of leadership. Crisis Management leadership is very critical in your ability to protect and lead the team. It is well said –

- Believe in them – That will Encourage Risk-Taking.
- Show them – That will build Respect.
- Love them – That will Strengthen Relationships.
- Know them – That will Personalize Development.
- Teach them – That will Enhance and Mature them.
- Trust them – That will develop Loyalty.
- Expand them – That will provide Challenges.
- Lift them – That will ensure Results.

Leadership is the force that makes it all come together.

Leadership is what builds a great business. Your ability to inspire others into a cause on which you are convinced and having an unshakeable conviction is a real leadership.

According to Robert T Kiyosaki, "When I was first researching the work network marketing – I went to many meetings and listened to these individuals tell their stories of starting with nothing and eventually becoming wealthy beyond their wildest dreams. I realized that this business was doing for these people exactly what my RICH DAD told me to do, it was not simply teaching them the principles of business - it was shaping them into LEADERS".

A leader always inspires others on their dreams, freedom of time, money, security, lifestyle etc. Leadership is the force that combines all together to build a great business. All great leaders in the world have been master storytellers who were able to communicate to the masses through their vision in such a vivid way to follow them to lead. Look at the great names like Jesus Christ, Buddha, Mahatma Gandhi, Mother Theresa, who were all great story tellers.

Any business that has forgotten how to tell its own story is soon out of business. If you fail to tell your story smartly, emotionally, you are out in this business.



Money follows only a best leader and the best leader will never chase money, instead he ignites minds of millions who wants to change their own lives.

Your success as a leader depends on your mental, physical, spiritual and emotional involvement on what you are doing. In Network Marketing, it is of paramount importance to build leadership skills, which influences others - teaching others to fulfill their life's dreams and teachings others to chase their dreams fearlessly. Empowering others to perform at their best by continually reminding them how good they are and encouraging them by how much you believe in them.

Yes – Money follows only a best leader and the best leader will never chase money, instead he ignites minds of millions who wants to change their own lives. You can verify any number of businesses in the world – the money flows where there is leadership. Network Marketing is a pure business of leadership. Network Marketing is not just making money and accumulating wealth but it's an emotional attachment to the team they build, caring and serving the people. Ultimately they are addicted to touch and change as many lives as possible before they leave this world. They are obsessed with changing lives. Thus, certainly and inevitably –money happens to follow them.

Be a Servant as a Leader and have the "Foresight" to Lead. Leadership without vision is fruitless and Vision without Leadership is a Failure. The "VISION" with "LEADERSHIP" is what leads to explosive growth and development.

Helen Keller, visually challenged and a great teacher was asked, "What would be worse than being born blind?" she replied, "To have sight without vision." Sadly too many people take leadership in network marketing without vision for the organization they lead. They will end up with failures.

All great leaders know where they are going and they persuade others to follow. Ultimately leaders "LEAD" others to lead and leave their foot-prints on the sands of success for generations to emulate.

From the Desk of

Prof.K.N.Vasupalaiah (M.A, M.Phil. – Economics)

& **Dr.Rathna Vasupal** (M.B.B.S, F.C.G.P, F.A.G.E, E.C.F.M.G, Specialist in Family Medicine)

1st Crown Ambassador Couple- DXN India
Health, Wealth & Happiness.

www.dxnvasupalscreation.org



From the desk of

Prof. K.N. Vasupalaiah & Dr. Rathna Vasupal, DNX India - 1st Crown Ambassadors

सामने आकर नेतृत्व करें — धन आपका अनुसरण करेगी।

नेटवर्क मार्केटिंग एक लीडरशिप से जुड़ा कारोबार है। हकीकत में जोखिम भरा व्यवसाय (Entrepreneurship) ही लीडरशिप है।

अधिकांश लोग, संकट के समय हिम्मत से बिज़नेस को संभालने में असमर्थ होने के कारण, हताश हो जाते हैं। जोखिम के बिना कोई बिज़नेस नहीं है। किसी भी प्रकार का बिज़नेस एक कूशल लीडरशिप के द्वारा सफल बनाया जा सकता है। सामने से नेतृत्व ही किसी बिज़नेस की सफलता की कुंजी है।

अधिकांश तथाकथित लीडर्स केवल अनुकूल समय ही दिखते हैं और संकट के समय गायब हो जाते हैं। ऐसे अवसरवादी लीडर्स, कभी भी एक टिक कर काम करने वाली टीम का गठन नहीं कर सकते। नेटवर्क मार्केटिंग एक टीम बिज़नेस है और आपको एक दूरदर्शी लीडर की आवश्यकता होती है जो टीम का सही ढंग से नेतृत्व कर सके।

डी एक्स एन बिज़नेस, किसी के वाकपटुता पर निर्भर नहीं है। यह बोलने की क्षमता से कहीं आगे नेतृत्व और उत्साहित करने की क्षमता के मूल्यां पर निर्भर है। नेटवर्क मार्केटिंग कंपनियों के शिक्षा कार्यक्रमों पर शोध से पता चलता है कि लीडरशिप ही वह एक महत्वपूर्ण कौशल है जो वे विकसित करते हैं। हालांकि यह कौशल सबमें विद्यमान है, लेकिन हम में से कुछ ही हैं जो ट्रेनिंग की पेशकश करते हैं और इस कौशल को विकसित करने के लिये समय निकालते हैं।

रॉबर्ट टी. क्योसकी के शब्दों में, “नेटवर्क मार्केटिंग बिज़नेस में सबसे मूल्यवान वस्तु जो आप प्राप्त करते हैं, वह लीडरशिप प्रशिक्षण है। ऐसा प्रशिक्षण, जो आपको नेटवर्क मार्केटिंग बिज़नेस में सफल होने के लिये शिक्षित करे, समय का पाबंद बनाये और सबसे महत्वपूर्ण बिज़नेस कौशल, 'लीडरशिप' को विकसित करने का अवसर दे। सही मायने में यहीं प्रशिक्षण मूल्यवान है।”

डर और लालच इस बिज़नेस के लिये सबसे घातक है। साहस और विश्वास के साथ किया गया लीडरशिप ही सपनों को आगे ले जाता है और टीम के लक्ष्यों को शिखर पर कायम करता है। दुबारा रॉबर्ट टी. क्योसकी के हवाले से : “किसी उत्तम

उत्पाद के बिज़नेस या उत्तम सर्विस के कारण ही धन की प्राप्ति नहीं होती, बल्कि धन की वर्षा उत्तम लीडर्स के द्वारा उस बिज़नेस को करने से होती है।”

नेटवर्क मार्केटिंगकंपनी में धन की वर्षा सदैव लीडर्स पर ही होती है, डी एक्स एन कोई अपवाद नहीं है। यदि आप ज़्यादा से ज़्यादा धन इकट्ठा करना चाहते हैं तो आपको ज़्यादा से ज़्यादा स्वयं में लीडरशिप कौशल का विकास करना होगा। अगर आप नेतृत्व का साहस रखते हैं और बिज़नेस को किसी भी संकट की स्थिति में संभाल सकते हैं, तभी आप पर धन की वर्षा होगी।

अपने टीम में आत्मविश्वास को आत्मसात कराने तथा उनको प्रेरित करने के लियेआपका सामने आकर नेतृत्व करना बहुत महत्वपूर्ण है। नेटवर्क मार्केटिंग में — जो सफल होना चाहते हैं उनके लिये एक बात याद रखने योग्य है कि 'आप क्या करते हैं?' लोग उसका अनुसरण करते हैं,'आप क्या कहते हैं?' लोग इस बात का अनुसरण नहीं करते, जब तक की आप धन अर्जित कर लोगों को दिखा नहीं देते, तब तक वह विश्वास नहीं करेंगे कि यह बिज़नेस उनके लिये कितना कारगर है।

लीडरशिप सफल और उचित मार्ग दिखाता है जिसका दूसरे लोग अनुसरण करते हैं। इस इंडस्ट्री में एक महत्वपूर्ण तथ्य आपके याद रखने योग्य है कि पारंपरिक बिज़नेस से इतर इस बिज़नेस में कोई भी आपको लीडरशिप की उपाधि नहीं देगा। लीडरशिप केवल स्वेच्छा से हासिल किया जाता है, यह देय नहीं है। अगर आप लीडरशिप हासिल करने में संकोच करेंगे और अपने बिज़नेस टीम का नेतृत्व करेंगे तो इस बिज़नेस में कहीं खो कर रह जाएंगे। जॉन सी. मैक्सवेल (John C Maxwell) ने लीडरशिप के बारे में एक महत्वपूर्ण बात कही है :

“सभी इसकी बातें करते हैं, मगर कुछ ही इसको समझ पाते हैं। अधिकांश ऐसा करना चाहते हैं, मगर कुछ ही इसे हासिल कर पाते हैं।”

लीडरशिप, एक व्यक्ति द्वारा सफलतापूर्वक की गई कार्यवाही का अनुकरण है, जो व्यक्ति पहले से ही इस बिज़नेस को आगे ले जा रहा होता है। लीडरशिप, आपकी टीम में दूसरों को प्रभावित करने की आपकी क्षमता को दर्शाता है और यह बात उतना ही सच है कि लीडरशिप, आपके अनुसरणकर्ता को हासिल करने की क्षमता को भी दर्शाता है। अगर आपके पीछे आपके कार्यों का अनुकरण करने वाला कोई नहीं है, तो समझिये कि आप इस बिज़नेस में कहीं नहीं हैं। यह एक विचित्र इंडस्ट्री है — कॉपीकैट मार्केटिंग — एक अनुकरणीय बिज़नेस। सभी लीडर्स के पास अनुसरणकर्ता हैं। हिटलर एक लीडर था, वैसे ही जिम जोन्स, जीसस ऑफ नाज़रथ, मार्टिन लूथर किंग जु., विंस्टन चर्चिल, महात्मा गांधी और जॉन एफ. केनेडी आदि सभी लीडर्स थे। हालांकि उनके कार्य प्रणाली का उद्देश्य, और संचालन क्षमता भिन्न थे, परंतु उनके पास उन्हीं के विचारों वाले अनुसरणकर्ता थे। डेविड हार्टली ल्योनार्ड (David Hartley Leonard) के



समने आकर नेतृत्व करें

कथनानुसार : “जब आप एक बार लीडरशिप को परिभाषित कर देते हैं – जो अनुसरणकर्ता को हासिल करने की आपकी क्षमता को दर्शाता है तो आप उस जगह से पीछे की ओर देखते हैं और उनके लिये कार्य करते हैं तथा आप यह ज्ञात कर पाते हैं कि नेतृत्व कैसे करते हैं।”

लीडरशिप कोई हासिल करने वाली उपाधि, हैसियत या श्रेणी नहीं है बल्कि यह दूसरों को प्रभावित करने की आपकी क्षमता है। जिसके फलस्वरूप वह आपका अनुसरण कर अपने सपने को शिखर पर ले जाने की कोशिश करते हैं। लीडर एक स्वप्नदृष्टा, एक परामर्शदाता है। जो दूसरों को नेतृत्व करने तथा लक्ष्य की प्राप्ति के लिये प्रेरित करता है। एक वास्तविक लीडर, बॉस और लीडर में फर्क जानता है। जो निम्न प्रकार से उल्लिखित है:

एक बॉस अपने कर्मचारियों को हांकता हुआ चलता है, जबकि लीडर उन्हें प्रशिक्षित करता है।

एक बॉस ऑथोरिटी पर निर्भर होता है, जबकि लीडर अपने सद्भाव पर।

एक बॉस डर दिखा कर प्रेरित करता है, जबकि लीडर उत्साहित कर प्रेरित करता है।

एक बॉस “मैं” का प्रयोग करता है, जबकि लीडर “हम” का प्रयोग करते हैं।

एक बॉस क्षति के लिये दोष इंगित करता है, जबकि लीडर क्षतिपूर्ति करता है।

एक बॉस यह जानता है कि कैसे करना है, जबकि लीडर कर के दिखाता है।

एक बॉस जाने को कहता है, जबकि लीडर साथ चलने को कहता है।

लीडरशिप आपके एक उत्कृष्ट टीम के गठन की क्षमता को दर्शाता है, जिसकी सहायता से आप विश्वस्तरीय मार्केट का नेतृत्व करते हैं। जोखिम उठाने की क्षमता के बिना किये गये नेतृत्व से कुछ भी हासिल नहीं होता। आईसिस मैनेजमेंट वाला लीडरशिप, टीम का नेतृत्व करने और उन्हें बिज़नेस में सुरक्षित रखने की आपकी क्षमता में महत्वपूर्ण भूमिका रखता है। कुछ महत्वपूर्ण बातें –

उनपर विश्वास करें – ताकि आपको जोखिम लेने के लिये प्रोत्साहित कर सकें।

उन्हें कर के दिखाएं – ताकि सम्मान बढ़े।

उनसे अनुराग रखें – ताकि संबंध में मज़बूती आए।

उन्हें समझें – ताकि विकास का लक्ष्य सार्थक बने।

उन्हें अभ्यस्त बनाएं ताकि उनमें सुधार और परिपक्वता आए।

उनपर भरोसा रखें ताकि निष्ठा बढ़े।

उन्हें विस्तृत करें ताकि ज़्यादा से ज़्यादा चुनौतियां मिले।

उनको सहारा दें ताकि वे सुपरिणाम सुनिश्चित करें।

लीडरशिप एक ऐसी ताकत है, जो इन सभी को एक साथ जोड़ती है।

लीडरशिप, एक महान बिज़नेस के निर्माण का नीमित्त बनता है। दूसरों को प्रेरित करने की आपकी क्षमता, जिसके द्वारा वे आप से राज़ी हो जायें और आप पर उनका अटूट विश्वास हो, यही वास्तविक लीडरशिप है।

रॉबर्ट टी. क्योस्की के कथनानुसार, जब मैं पहली बार नेटवर्क मार्केटिंग के कार्यों पर शोध कर रहा था – मैं बहुत सारी मीटिंग में गया और उन व्यक्तियों की कहानियां सुनी जो आरंभ में कुछ नहीं थे और अंत में उम्मीद से कहीं ज़्यादा अमीर हो गए।

तब मुझे एहसास हुआ कि मेरे अमीर पिता ने मुझ से जो कहा था कि यह बिज़नेस इन्ही जैसे व्यक्तियों के लिये सार्थक है। नेटवर्क मार्केटिंग, उन्हें बिज़नेस के सिद्धांतों को नहीं सिखाता – बल्कि उन्हें एक लीडर के रूप में तैयार करता है।

एक लीडर सदैव अपने सपने, समय की आज्ञादी, धन, सुरक्षा, जीवनशैली इत्यादि का वर्णन कर दूसरों को प्रेरित करता है। लीडरशिप एक ऐसी ताकत है जो इन सभी को एक साथ जोड़ कर एक महान बिज़नेस का निर्माण करती है। विश्व के सभी महान लीडर्स, गाथाओं के गुरु होते हैं। वह अपने विचारों द्वारा, हुजूम से इस प्रकार संवाद करते हैं कि वे उनका अनुसरण करने लगते हैं। आप जीसस, गौतम बुद्ध, महात्मा गांधी, मदर टेरेसा जैसी महान हस्तियों को देख सकते हैं, वे सभी महान गाथा वाचक थे।

कोई भी जब अपनी स्वयं की कहानी का वर्णन भूल जाता है, बहुत जल्द बिज़नेस से



बाहर हो जाता है। यदि आप अपनी गाथा प्रभावकारी ढंग से और भावुकता से दूसरों के सामने प्रस्तुत करने में असफल होते हैं तो आप इस बिज़नेस से बाहर हो जाएंगे। आप जो करते हैं, उसमें आपकी मानसिक, शारीरिक, आत्मिक, और रागात्मिक भागीदारी का होना, एक लीडर के रूप में आपकी सफलता को सुनिश्चित करता है। नेटवर्क मार्केटिंग में लीडरशिप कौशल का निर्माण सबसे महत्वपूर्ण है जो दूसरों को प्रभावित करता है – उनके सपने को साकार करना सिखाता है, उनके सपने को निडरतापूर्वक पीछा करना सिखाता है। वे दूसरों को सशक्त बनाते हैं ताकि अच्छा प्रदर्शन कर सकें, इसके लिये निरंतर उनको याद दिलाते हैं कि वह कितने बेहतर हैं और यह बताकर प्रोत्साहित करते हैं कि उनपर कितना विश्वास है

जी हां – धन केवल उत्तम लीडर्स की तरफ ही भागती है। वे धन के पीछे नहीं भागते बल्कि वे लाखों के विचारों को प्रज्वलित करते हैं जो अपने जीवन में कुछ अच्छा करना चाहते हैं। आप विश्व के जितने भी प्रकार के बिज़नेस को जांचेंगे – तो पाएंगे कि धन की वर्षा वहीं होती है जहां लीडरशिप है। नेटवर्क मार्केटिंग खालिस लीडरशिप का बिज़नेस है। नेटवर्क मार्केटिंग केवल धन अर्जित करने का और संचित करने का नाम नहीं है बल्कि यह अपने टीम के साथ एक भावुक रिश्ता, उनका संरक्षण, और लोगों की सेवा का नाम है। अंत में, इस दुनिया को छोड़कर जाने से पहले, जितना संभव हो सके, लोगों के जीवन को बदलने की उन्हें लत लग जाती है। ज़िन्दगी बदलने का उन पर जुनून सवार होता है। इस लिये निश्चित और अनिवार्य रूप से – धन, उनका अनुसरण करने के लिये ही होता है।

लीडर जैसा सेवक बनें और नेतृत्व वाली दूरदृष्टि रखें। दूरदृष्टिके बिना लीडरशिप फलदायी नहीं है और लीडरशिप के बिना दूरदृष्टि, असफलता का लक्षण है। लीडरशिप और दूरदृष्टि जब एक साथ हो तो यह अतूलनीय विकास और वृद्धि की ओर ले जाता है।

हेलेन केलर, एक अंधे और महान शिक्षक ने पूछा था, जन्म से अंधा होने से भी बुरा और क्या हो सकता है? और उनका जवाब था, आंखें हो और दूरदृष्टि ना हो। अफसोस है कि इस नेटवर्क मार्केटिंग में बहुत से लोग जो इस संगठन को आगे ले जा रहे हैं, उनमें दूरदृष्टि की कमी है। उनका अंत असफलता के साथ होगा।

सभी महान लीडर्स जानते हैं कि उन्हें कहां जाना है और वे दूसरों को भी अपने पीछे लिये चलते हैं। अंत में लीडर्स नेतृत्व करते हैं, दूसरों को नेतृत्व की शिक्षा देते हैं और सफलता रूपी रेत पर अपना पदचिन्ह छोड़ जाते हैं। जिसका अनुकरण पीढ़ी दर पीढ़ी होती रहती है।

नेतृत्व करें – धन को आपका अनुसरण करने दें।

द्वारा

प्रोफेसर के. एन. वासुपाल्य (एम.ए., एम. फिल. – अर्थशास्त्र)

& डॉक्टर रत्ना वासुपाल

(एम.बी.बी.एस., एफ.सी.जी.पी., एफ.ए.जी.ई., ई.सी.ए.एम.जी, परिवार चिकित्सा विशेषज्ञ)

प्रथम क्राउन एम्बेसडर जोड़ी – डी एक्स एन इंडिया

हेल्थए वेल्थ & हैप्पीनेस

www.dxnvasupalscreation.org

Premium Coffee Product Launch

A TASTE OF LINGZHI COFFEE 3-IN-1 AND 2-IN-1 IS FINALLY BACK



Finally, a unique and enjoyable taste of Lingzhi Coffee 2-in-1 and 3-in-1 finally arrives in DXN Marketing India Private Limited during the 2nd quarter of 2016.

The arrival of these premium coffee products paved way for simultaneous launching all over India, where the features and benefits of Lingzhi Coffee products were presented.

With the support from leaders and State PICs of respective State, the launching turned out to be huge success.

Meanwhile, let us take a look on the gallery of photos taken from different states across India (in random and in no particular order) where the launching of Lingzhi Coffee products with training and product presentation from selected Leaders and speakers.

GOA



CHENNAI



BHOPAL



Premium Coffee Product Launch

DELHI



BANGALORE

HARYANA

LUCKNOW



ODISHA

BIHAR

WEST BENGAL



Premium Coffee Product Launch

The highly anticipated launching of **Lingzhi Coffee 3-in-1** was also coincided with the launching of **3,000 PPV Club** last 21st August 2016 in states all over India.

With the return of premium coffee product in India market, DXN created another major impact and made high and significant boost in sales and recruitments.

This latest development in market also marked good expectations from the leaders and distributors of their fair share of good income.

Meanwhile, the One Dragon concept became more famous in India with the manufacturing of Lingzhi Coffee products in **Daxen Agritech India Private Limited** with high quality, low cost and consistent supply.

In terms of health benefits, the prominent **1+1=11** formula has strengthened the awareness of more consumers to take the Lingzhi Coffee products, where coffee is known to be anti-stress, high penetrating power, contain psychomatic and diuretic effects and fast consumable foods, while Ganoderma, on the other hand, contains nutrition, detoxification and anti-oxidant properties, adaptogen, rich in enzyme and alkaline.

Aside from the goodness of Ganoderma with minimized caffeine, Lingzhi Coffee products also use international packaging. Most of all, you can have the chance of changing your life and earn financial benefits by taking these products.

RAJASTHAN



MAHARASHTRA



KERALA



A taste like no other...

The taste and aroma in a cup that we simply love, can also complete your day with health benefits of premium and quality coffee beans mixed with Ganoderma extracts.



SPECIAL FEATURE

VIRGIN COCONUT OIL



By DR. S. RANJAN
Gold Diamond

Coconut oil or Copra oil is an edible oil that has been consumed for thousands of years especially in the tropical areas. It has been used primarily as a cooking oil and as a constituent of natural medicines.

The process of extraction of oil from the coconut meat varies. The modern technique uses extraction of oil from the fresh coconut kernels there by preserving the nutritive and health benefits. This micro-emulsion technique of extraction of oil is called virgin coconut oil which preserves the natural ingredients. Coconut oil is extracted from the kernel or meat of mature coconut and this can be done by dry or wet processing.

Dry processing involves drying of coconut meat by fire, sunlight in kilns to produce dry copra which is then pressed or dissolved with solvents to produce coconut oil.

Wet processing uses raw coconut and extraction of oil from its emulsion by various methods. This method of oil extraction from raw coconut yields 10 to 15% lower quantity of oil.

Virgin coconut oil (VCO) is produced from fresh coconut milk or residue by different methods- screw press method or ultracentrifugation method to separate the oil.

Coconut oil can be refined, bleached and deodorised (RBD) and this is made from dried coconut kernel. RBD coconut oil can be further fully or partially hydrogenated and increase its melting point (36 to 40 degree C). This process leads to addition of trans fats in the coconut oil.

Coconut oil is very different from other cooking oils and has unique composition of fatty acids which are 90 percent saturated. This makes coconut oil highly resistant to oxidation at high temperatures and for this reason it is good for high heating cooking.

Coconut oil consists of almost entirely of medium chain triglycerides which can be a direct source of quick energy.

Coconut oil contains about 90 percent saturated fatty acids of which 50 percent is Lauric acid and 7 percent Caprylic acid. Lauric acid a saturated fatty acid can increase the HDL cholesterol and favourably maintain good cholesterol profile.

Virgin coconut oil is a healthy cooking medium and can be used for high heating cooking also, especially frying. Because the majority of saturated fat in coconut oil is lauric acid, coconut oil may be preferred over even other hydrogenated oils.

In conclusion virgin coconut oil is a healthy cooking oil and can be used for deep frying also. The natural ingredients are preserved in virgin coconut oil, which gives healthy fats to our body requirements.

In the next issue we shall discuss about the health benefits of Virgin coconut oil.

*With the use of special cutting-edge technology, DXN mixes **premium Ganoderma extracts** with organic virgin coconut oil without losing the nutritional property of the ingredient.*

DXN Gano Organic VCO is certified organic.





वर्जिन कोकोनट ऑयल

By DR. S. RANJAN
Gold Diamond

कोकोनट ऑयल या कोपरा (सूखा नारियल) ऑयल खाने का तेल है जिसका उपभोग हजारों वर्षों से होता आ रहा है, खासकर उष्ण कटिबंधीय क्षेत्रों में। यह मुख्यतः कुकिंग ऑयल के रूप में प्रयोग होता है और इसमें प्राकृतिक औषधि के गुण भी विद्यमान है।

नारियल के गुदा से तेल निकालने की विभिन्न प्रक्रियाएं हैं। आज कल पोषक तत्व और स्वास्थ्य लाभ को सुरक्षित रखने हेतु मॉडर्न तकनीक द्वारा ताजे नारियल के गुदा से तेल निकाला जा रहा है। इस माईक्रो ईमल्सन तकनीक का उपयोग कर जो तेल निकाला जाता है, वर्जिन कोकोनट ऑयल कहलाता है। जिसमें नारियल के सभी पोषक तत्व विद्यमान होते हैं। परिपक्व नारियल की सफेदी या गुदा से, ड्राई या वेट प्रोसेसिंग के द्वारा नारियल का तेल निकाला जाता है।

ड्राई प्रोसेसिंग के अंतर्गत आग की भट्ठी या धूप में नारियल के गुदा को सुखाने की प्रक्रिया शामिल है जिसके फलस्वरूप सूखे कोपरा की प्राप्ति होती है जिसको बाद में नारियल तेल की प्राप्ति के लिये पीसते हैं या घोलक में घोलते हैं।

वेट प्रोसेसिंग में कच्चे नारियल का इस्तेमाल होता है और इसके ईमल्सन से विभिन्न विधियों द्वारा नारियल तेल निकाला जाता है। कच्चे नारियल से तेल निकालने की इस विधि में, तेल की मात्रा 10 से 15 प्रतिशत तक कम हो जाती है।

जिस विधि द्वारा फ्रेश कोकोनट मिल्क या छाछ से वर्जिन कोकोनट ऑयल तैयार की जाती है, वह विधि है – स्कीउ प्रेस विधि या अल्ट्रासेंट्रीफ्यूगेशन विधि।

नारियल तेल को रिफाईन, ब्लिच और डीऑडोराइज़ (RBD) करते हैं और यह सूखे नारियल के गुदा से तैयार होता है। उसके पश्चात आर बी डी (RBD) नारियल तेल को पूर्ण अथवा अधूरे हाईड्रोजिनेशन (हाईड्रोजन जोड़ने की प्रक्रिया) की प्रक्रिया से गुजारते हैं जो उसके गलनांक को 36 से 40 डिग्री सेल्सियस तक पहुंचा देता है। इसके फलस्वरूप नारियल तेल में ट्रान्सफैट की बढ़ोत्तरी होती है।

नारियल तेल दूसरे खाना पकाने के तेल से भिन्न है। इसमें अलग प्रकार के फैटी एसिड है जो 90 प्रतिशत संतृप्त (Saturated) है। जो नारियल तेल को उच्च तापमान पर ऑक्सीडेशन से बचाता है और इस कारण यह उच्च तापमान पर खाने का पदार्थ तैयार करने के लिये अच्छा है।

नारियल तेल पूरी तरह से मध्यम श्रृंखला ट्राईग्लिसराईड से भरपूर है जो त्वरित उर्जा के लिये डाईरेक्ट स्रोत है।

नारियल तेल में पाये जाने वाले 90 प्रतिशत संतृप्त फैटी एसिड का लगभग 50 प्रतिशत भाग लॉरिक एसिड का और 7 प्रतिशत भाग कैप्रीलिक एसिड का होता है। संतृप्त लॉरिक एसिड, एच डी एल कोलेस्टेरॉल को बढ़ाता है और अच्छे कोलेस्टेरॉल के प्रोफाईल को अनुकूलित करता है।

वर्जिन कोकोनट ऑयल एक लाभप्रद खाना बनाने का स्रोत है। इसका उपयोग उच्च तापमान पर खाने का पदार्थ तैयार करने के लिये भी होता है खासकर फ्राई करने के लिये। नारियल तेल में संतृप्त वसा का ज़्यादातर भाग लॉरिक एसिड का होने के कारण इसका उपयोग दूसरे हाईड्रोजिनेटेड ऑयल के रूप में पसंद किया जाता है।

निष्कर्ष यह है कि वर्जिन कोकोनट ऑयल एक स्वास्थ्यप्रद खाना पकाने का तेल है और इसका प्रयोग डीप फ्राई के लिये भी करते हैं। वर्जिन कोकोनट ऑयल में प्राकृतिक पोषक तत्व सुरक्षित रहता है जो हमारी शारीरिक आवश्यकता को पूर्ण करने हेतु स्वास्थ्यप्रद फैट की आपूर्ति करता है।

अब अगले प्रकाशन में हमलोग वर्जिन कोकोनट ऑयल के स्वास्थ्यलाभ पर चर्चा करेंगे।



CONGRATULATIONS

2016
TOP
ACHIEVERS

For the period covered April to June 2016

CROWN DIAMONDS ELEVATED TO NEXT LEVEL



**VIJAY KUMAR
RAJANIKANT PATEL**

Double Crown Diamond
Code: 099396618



PARWANA J S DR

Senior Crown Diamond
Code: 099129614

THE OTHER TOP ACHIEVERS



**ARATI PRAVIN
SALUNKHE MRS**

Gold Diamond
Code: 099539398



BAIDYA NATH SAH

Triple Diamond
Code: 099214877



WESTERN DIGITAL

Triple Diamond
Code: 099089183

CONGRATULATIONS!

PROMOTED ACHIEVERS

(April to June 2016)



EXECUTIVE DOUBLE DIAMOND

099385380 BENJAMIN J. MR.



DOUBLE DIAMONDS

099185546 BALAKRISHNAN P K. MR.

099529084 RAJEEV KUMAR MR.

099417933 ANIL KUMAR PATHAK MR.

099543024 MD.VARISH

099506379 HARESH Y CHAUDHARI

099501479 BALAMURUGAN S MR



EXEC. SENIOR STAR DIAMONDS

099157958 RAMDULAR PATEL

099987629 GAUTAM KUMAR

099157992 JAYPRAKASH B. YADAV DR.

099643013 POORANLAL VERMA MR

099543024 MD.VARISH

099796331 BALAKRISHNA PALAN



SENIOR STAR DIAMONDS

091023094 YUVRAJ GAIKWAD.

099806663 RUPAWATI DEVI

091184078 ASHOK PRAJAPATI

099917362 SHASHI KANT

099398361 PRABAKARAN P MR

091106078 SANGITA VYANKAT KSHIRSAGAR

099924199 ASHOK BAHADUR SINGH

099883477 MR ROHIT SHARMA



EXECUTIVE STAR DIAMONDS

091104298 ARVIND KUMAR TRIPATHI

091271431 CHANDANI KUMARI

091140934 SOLI DEVI

091305999 EAPEN KOSHY C DR

099520581 PRAGATI P KHADAYE MRS

099617748 RADHEY SHYAM JAISWAR MR.

099810742 KAMALINI BEHERA

099860021 DR. ABINASH BEHERA

091033636 ALKA JAISWAL

099883477 MR ROHIT SHARMA

091056272 ISHWAR KUMAR

099943340 JOHNSON.N.T

091131198 CHANDRIKA GUPTA

099983491 N.SUBHADRA

CONGRATULATIONS!

PROMOTED ACHIEVERS

(April to June 2016)



EXECUTIVE STAR DIAMONDS

099985573	LAL BABU
091018888	SUNIL KUMAR GUPTA
091121115	BABLU SINGH
091191587	GULAB KASHINATH KAMBLE
091234777	SUNIL PRASAD

099609391	VASANTHA G MRS
099735850	SURENDRA PRASAD VERMA MR
099916593	SRINATHA S.N.
099982868	NARAYANAN AMMANGOD

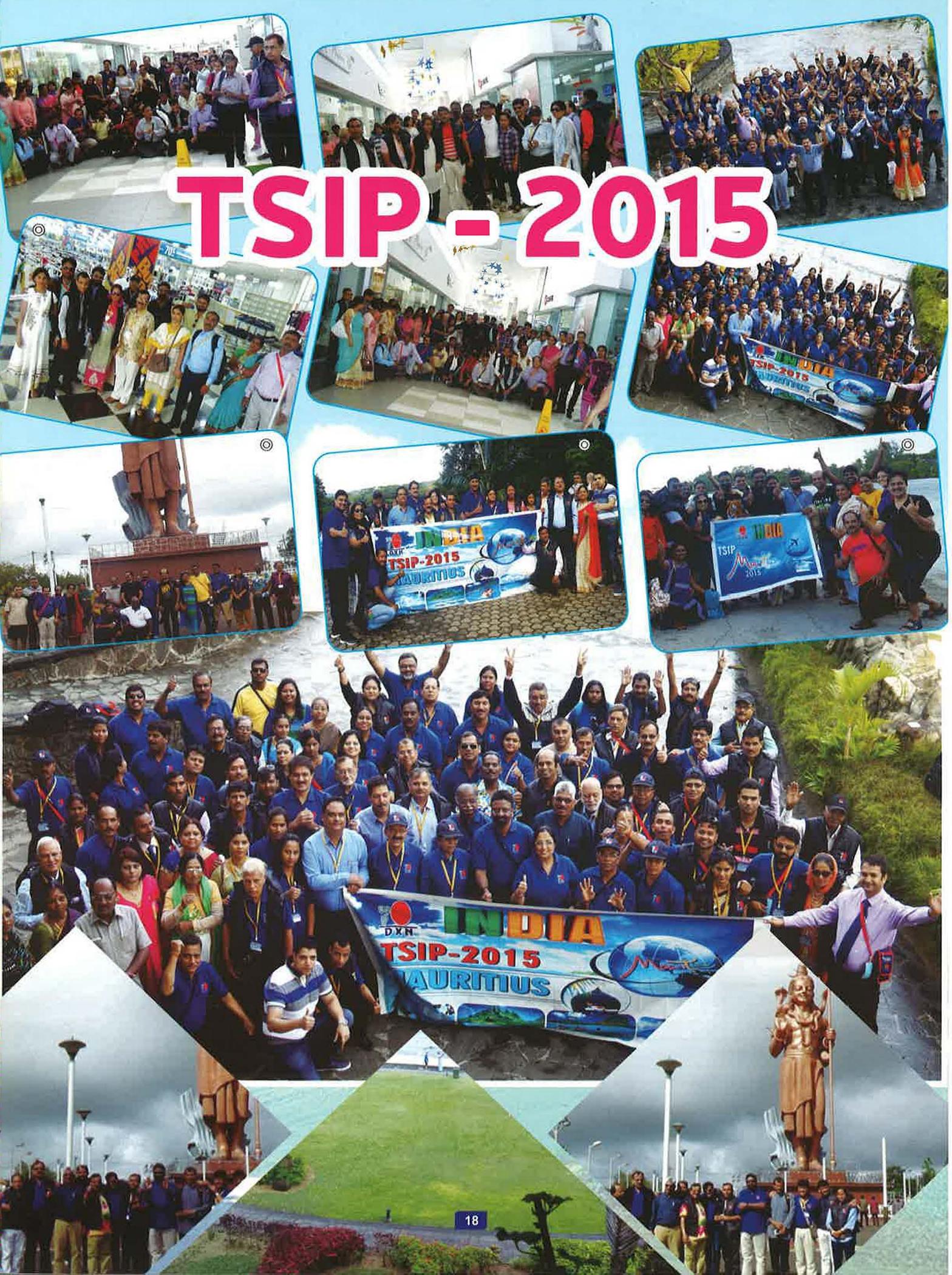


STAR DIAMONDS

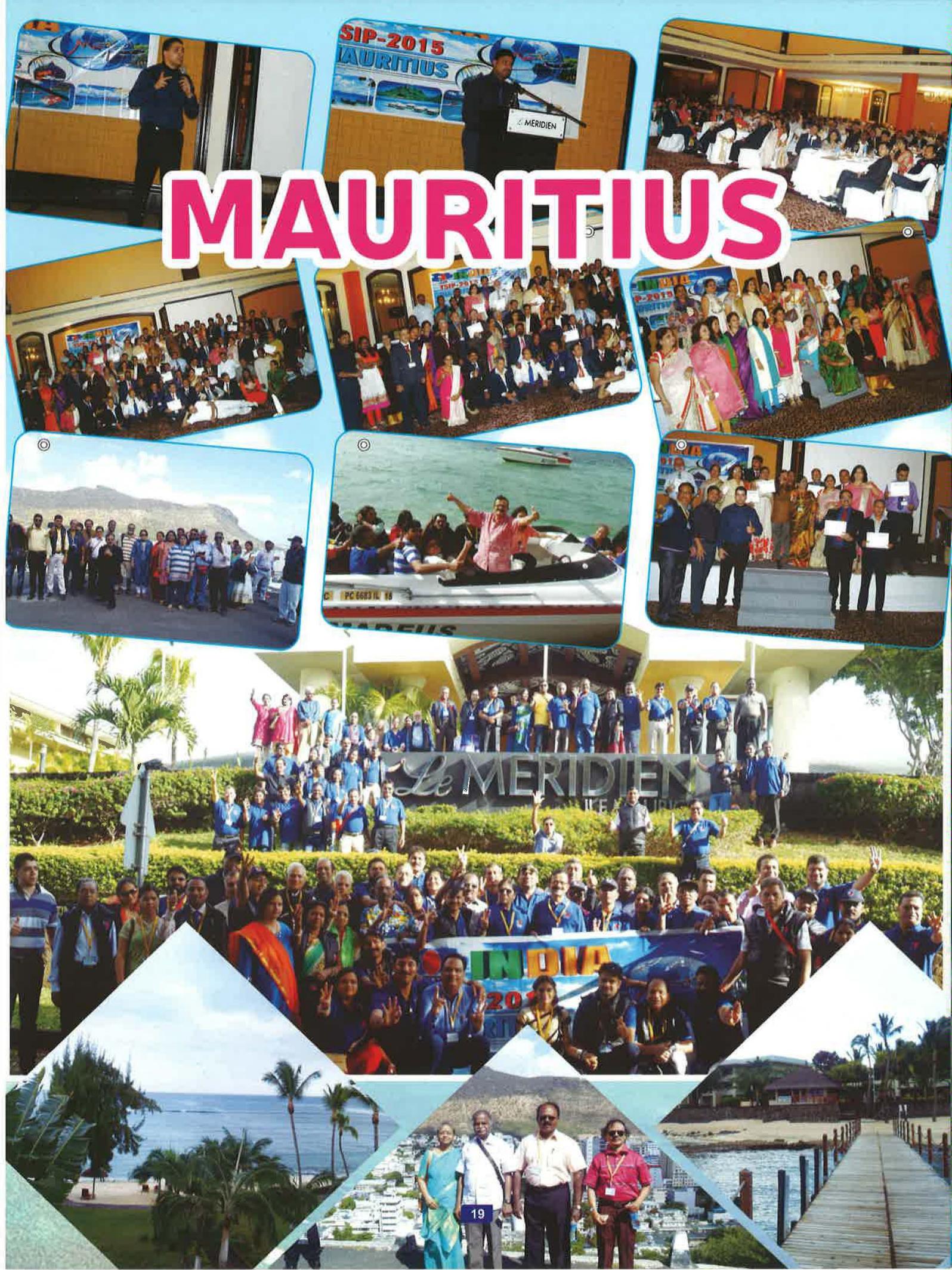
091032872	MR. ASHOK KUMAR SHRIVASTAVA
091119708	UDAYBHAN PAL
091150962	RAJDHAR GIRI
091158041	NISHA SINGH MS.
091182778	MANOJ ANKUSH SAKUNDE
091186614	GEETA YADAV MS,
091200700	TEK BAHADUR MUKHIYA
091211377	KUMARI NEHA
091227694	SUNITA DEVI
091273877	AWADHESH GUPTA
091369636	PUSHPA SHIVAJI MALI.
099151459	ALPHA HEALTH PLUS
099285287	HARJINDER KAUR MRS
099382394	VELAYUDHAN P K MR
099425311	SANJAY BHULANRAM YADAV MR
099555287	VIJAY RAMCHANDRA KUDTARKAR MR
099560883	PREETHA P MS
099583145	USHA MOHAN SALUNKHE MRS
099779607	SHYAM BAHADUR PATEL MR
099800782	DR. MUMTAZ AHMED R. SHAIKH MR.
090009632	UMESH KUMAR
091003678	A. ABRAHAM
091055552	RAVINDRA SHETTY
091137719	RANJU DEVI
091153114	MADAN MOHAN GOLE MR

091164432	VIRENDRA JAISWAL
091207362	A ROOSO
091297859	MD. BILLAL CHAUDHARI
091310312	JYOTHI BHASKARAN
091326600	DAISY IMMACULATE
091363685	ARUN KUMAR
099630607	RAMESH CHAND JAIN MR.
099711576	DR.RITURAJ SINGH
099743544	RAM RATI DEVI MRS
099790523	AMARNATH TIWARI.MR
099888816	GATI KRISHNA UDGATA
099954080	BINDA DEVI
090023509	YALLAPPA Y V
091016458	ANSHUMAN KUMAR
091212444	GOPALKRISHNA BANSILAL SHAH
091284789	RAMESH P
091302713	DR NALINI
091309455	LALITA KUMARI SINHA
091313663	GEETA DEVI
091335980	KODRE NAVNATH TUKARAM
091380132	UMDA DEVI
099233509	VIDYA ARUN BALWATKAR
099733365	SURESH C MR
099783105	VIPIN BHARDWAJ MR.

TSIP - 2015



MAURITIUS



The theme "Breakthrough" continues to resonate all over India with the staging of Recognition Nite both in South and North in the second quarter of 2016.

The first of the six installments of Recognition Nite happened in Eastern Uttar Pradesh, particularly in Lucknow with more than 1,500 attendees flocked the Indira Gandhi Prathisthan Auditorium last 10th April 2016. UP is known as the area in Northern part of India with most extensive population thus emerges as the highly-potential market for legitimate networking business like DXN.

More leaders and distributors, who are continuously active in doing the DXN business, boost their spirit and confidence with the recognition given by the stronger MLM company in the world, from roster of Star Diamonds and above down to Star Ruby and Star Agent achievers, who became one of the main highlights of the event.

Motivations from Crown Ambassador couple Prof. K.N. Vasupalaiah and Dr. Rathna Vasupal and company updates from DMI Management headed by Mr. Teoh Hang Ching, Group Executive Marketing Director, and Mr. Debya Prakash, Regional Manager for North India, also uplifts the morale of the distributors.



Recognition Nite 2016

LUCKNOW
UTTAR PRADESH
10th April 2016



The **Breakthrough** also traverses to another northern part of India and known as the major capital, Delhi.

With almost 800 attendees that filled the **Shah Auditorium** last **15th May 2016**, Delhi Recognition Nite ended with a blast from top leaders as supported by the DMI Management.

The powerful roster of Crown Diamonds were recognized during the event and brought multiple CD above pins namely: **Triple Crown Diamond Mr. R.K. Sharma** (also received DCD recognition), **Double Crown Diamond Mr. Bharat Garg** (also ESCD and SCD achievers), **Senior Crown Diamond Dr. J S Parwana** (also brought ECD, CD, EGD, GD, ETD and TD pins), and **Executive Crown Diamond Mr. Kabir Dhingra** (also received CD, EGD, GD, ETD and TD pins).

They also expressed powerful messages and shared inspiring stories at the height of their respective speech, which earned standing ovation from the crowd.



Breakthrough

DELHI

WESTERN UP, HARYANA,
UTTARKHAND, HIMACHAL,
RAJASTHAN, PUNJAB, J&K,
CHANDIGARH

15th May 2016



Recognition Nite 2016

KERALA

20th May 2016

The prestige and excitement of **Recognition Nite** also marked in the scenic **Kerala**, located in the South India on the Malabar coast, and known for its palm-lined beaches and backwaters.

This is why the most anticipated event was held in the **Contour Backwater Resort and Convention Center** last **20th May 2016** with more than 1,500 registered attendees.

Top achievers namely **Crown Diamond Mr. Beneesh Kumar** and **Gold Diamond Mr. Sirajudeen P.A.** were also awarded during the event and became one of the highlights accompanied by their respective inspiring stories.

Aside from the recognition given to Star Diamonds and above, Star Rubies and Star Agents, an entertainment from the talented locals of Kerala, was also showcased during the event.

Over-all, the main objectives of staging the Recognition Nite in Kerala – which is to create positive mindset among the attendees and duplicate the success to those individuals who is much willing to change their lives for the better – was also achieved.



Breakthrough

MAHARASHTRA

Mumbai
28th May 2016



One of the fastest growing market in southern part of India, Maharashtra, and considered as one of the DMI's top-performing states in terms of sales and recruitment, also experienced great impact brought by Recognition Nite last 28th May 2016.

The event became even more significant with the presence of the members of the Central Consortium, Top Leaders and DMI Management composed of Group Executive Marketing Director Mr. Teoh Hang Ching, Regional Managers for South and North, Mr. Rafique Ahmed and Mr. Debya Prakash.

Triple Crown Diamond Mr. & Mrs. Santosh Deokar, who also recognized as EDCC, DCD, ESCD and SCD, and Executive Senior Crown Diamond Mr. Suresh Dadaji Charde were also recognized in Maharashtra as top achievers.

The state of Maharashtra also garnered the most number of qualifiers in the recently concluded TSIP Mauritius, who were also recognized during the event.



Recognition Nite 2016

MADHYA PRADESH

Bhopal & Chhattisgarh

11th June 2016

Recognition and motivation did not end in Maharashtra, considered as the sprawling metropolis in India and the seat of the Bollywood film industry.

It continues in Bhopal, capital of Madhya Pradesh, which also participated by leaders and distributors in Indore, the largest city in Bhopal, last 11th June 2016.

Aside from active participation of leaders and distributors in Indore, same flock of business partners from Chhattisgarh attended the event.

Newly promoted Executive Crown Diamond Mr. Vinod Kumar Gupta and Gold Diamond Mr. Bhiplab Bhadra were awarded during the event as top achievers.

Each of their inspiring stories and motivating insights have also been shared by these two achievers during their respective speech, which earned applause from the audience.

Topnotch superstockist Mr. Ashish Gupta, who was one of the lead facilitators of the event, was also awarded as one of the Top Stockists in Madhya Pradesh.

After the motivational talk rendered by beloved Crown Ambassador couple Prof. Vasupalaiah and Dr. Rathna Vasupal with company updates from Regional Manager for North India, Mr. Debya Prakash, excited distributors danced all the way to stage to overwhelmingly express much gratitude on the success of the event.

With the last leg of the Recognition Nite happened in North India, DMI gains market confidence that DXN will continue to become the most progressive business all over India, proving the worth of the event theme, Breakthrough.



Breakthrough

TAMIL NADU

Chennai

24th June 2016



The last leg of the Breakthrough experience of Recognition Nite was successfully transpired in Chennai, the capital of Tamil Nadu last 24th June 2016 at the Music Academy.

With the joint effort from the leaders and distributors and support from DMI Management Team in South India through a series of meeting in Chennai Head Office and massive campaign, they enable to gather more than 700 attendees.

International Marketing Director Mr. Abdul Rahmat Puvarasan Bin Abdullah mainly graced the event leading the DMI Management, and rendered his opening remarks, followed by keynote address from Regional Manager for South India, Mr. Rafique Ahmed and company updates from Regional Manager for North India, Mr. Debya Prakash.

Generally, motivational talk from Crown Ambassador couple Prof. K.N. Vasupalaiah and Dr. Rathna Vasupal inspired the attendees to continue doing the DXN business.

Respected physician, Dr. S. Ranjan, was also recognized with two status during the event, Gold Diamond and Executive Triple Diamond.

Meanwhile, health messages from Dr. Ethiraj, Dr. Bhaktha Reddy and Dr. Murali were also heard during the event followed by the special powerful message from Mr. Agarwall.



Take Perfect Cup a Day

Coffee is one of the world's most widely consumed beverages. There have been tons of facts and information about coffee. Yet, it boils to down to more specific questions: Why we have to drink a cup of coffee in a day?

Taking a perfect cup of coffee a day can be magical. To most coffee lovers, it is one of the most comforting treat, especially those who have a habit of taking it when they first wake up to an extent of pampering themselves from the nearest coffee shop. Now, let us find out the reasons why we love this wonderful beverage and these are the health benefits every drinker can gain.

We have lot of amazing stories to share coffee, be it general facts and health benefits... that is!

Most experts say that coffee can help you live a longer and healthier life. Coffee contains a lot of antioxidants, which help the body fight chemicals called "free radicals". As a result, coffee drinkers are at a lower risk of diabetes and heart diseases.

Coffee contains important nutrients you need to survive. A single cup of coffee contains 11% of the daily recommended amount of Riboflavin (vitamin B2), 6% of Pantothenic Acid (vitamin B5), 3% of Manganese and Potassium, and 2% of Niacin and Magnesium.

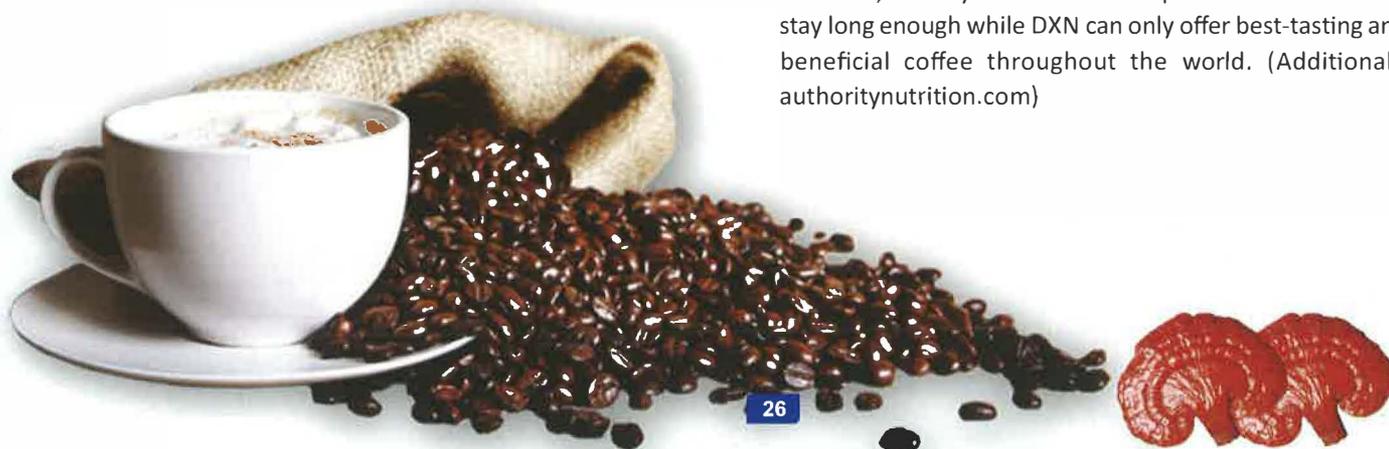
Drinking coffee can help you burn fat. Studies have shown that drinking caffeine can increase your metabolism 3 to 11%. It's one of the few chemicals that can actually help with fat burning.

Coffee is good for your liver. People who drink four cups of coffee a day are 80% less likely to develop cirrhosis, a condition that develops from several diseases affecting the liver.

Coffee improves your performance when working out. Caffeine increases your levels of adrenaline, and releases fatty acids from fat tissues, leading to a better physical performance by those who consume caffeine before working out.

These are the primary reasons why DXN produced coffee that is made up of Ganoderma extracts – labeled as Lingzhi Coffee 3-in-1 and 2-in-1 – distributed and served all over the world. There are several researches show that Ganoderma, which is also considered as potent source of antioxidants, can boost immunity, help with weight loss, fight fatigue, improve memory, increase energy stamina, lower cholesterol, reduce inflammation, relieve stress, reverse the aging process, and stimulate circulation.

Undeniably, we can read more researches about Ganoderma. However, we only know one coffee product in the market that will stay long enough while DXN can only offer best-tasting and health-beneficial coffee throughout the world. (Additional Source: authoritynutrition.com)



GREAT JOB!

TOP 3 STOCKISTS

For the period covered 1st January 2016 to 30th June 2016



#1

**MAHAVEER GANO
HEALTH CARE**
Mr. Surendra Prasad
Biharsharif
Nalanda, Bihar
Code: 990019338



2

MOTHER HEALTH ZONE
Mr. Abdul Samad Khan
Nawada, Bihar
Code: 990011630



3

RAZA HEALTH ZONE
Mr. Firoz Alam Khan Md
Gaya, Bihar
Code: 990006059

GREAT LEARNING EXPERIENCE THROUGH...

ACHIEVERS TRAINING

After the highly-anticipated and successful series of Recognition Nite, great learning experience through Achievers Training was followed the following day.

Leaders and distributors from six states all over India had the opportunity to attend the Achievers Training including Lucknow, Eastern UP (11th April 2016), Delhi (16th May 2016), Kerala (21st May 2016), Mumbai, Maharashtra (29th May 2016), Bhopal, Madhya Pradesh (12th June 2016) and Chennai, Tamil Nadu (25th July 2016).

The second quarter of 2016 has been very fulfilling for the leaders when Achievers Training happened in Lucknow, representing the northern state of Eastern Uttar Pradesh, on 11th April 2016 held at the Lucknow branch office, followed by Delhi on 16th May 2016 at five-star Piccadily Hotel.



LUCKNOW 11th April 2016



DELHI 16th May 2016



KERALA

21st May 2016



Rare learning opportunity also transcended to Kerala, known for its backwaters and plantations, on 21st May 2016.

Apart from the motivational and modular presentation from the DMI Management composed of Group Executive Marketing Director, Mr. Teoh Hang Ching and Regional Manager for South, Mr. Rafique Ahmed, significant messages from Crown Ambassador couple Prof. Vasupalalah and important product knowledge from Dr. Rathna Vasupal were also imparted.



Success stories of top achievers, Crown Diamond Mr. Beneesh Kumar and Gold Diamond Mr. Sirajudeen were also shared during the program.



Executive Senior Star Diamond Mr. Rahim also related the attendees with his inspiring stories. Distribution of certificates among the attendees was also made after the training program.



MAHARASHTRA

29th May 2016

The Bollywood capital of India, Mumbai, and the integral city of Maharashtra, also experienced the learning exposure to majority of DMI Leaders and Distributors last 29th May 2016.

With the impressive attendance and great impact soared during the Recognition Nite, the stellar line-up of speakers also made a powerhouse result from nine Star Diamond achievers.

Apart from the Management and Crown Ambassador couple, success stories sharing also boost the attendees from duplicating the leadership skills of each selected speakers namely TCD Mr. Santosh Deokar, ESCD Mr. Suresh Dadaji Charde, EGD Mr. K.K. Agarwal, EGD Mr. Mohammad Siddiqui, GD Mr. J.K. Singh, GD Mr. Pravin Salunkhe, ESSD Mr. Haresh Y. Chaudhari, and SSD Ms. Nana Bhandare.

Like the certificate distribution made in other states, same practice was made in the training program in Mumbai, accompanied by photo from DMI Management.

MADHYA PRADESH

12th June 2016

Another surprising yet impressive attendance was registered in the concluded special training program in Bhopal, the capital city of Madhya Pradesh, last 12th June 2016.

Representing the DMI Management Team, Regional Manager for North India, Mr. Debya Prakash, gained impact with his impressive presentation about the DXN business.

Meanwhile, Executive Crown Diamond V.K. Gupta and Gold Diamond Mr. Biplab Bhadra were included in the line up of powerful speakers in the Achievers Training program.

A concocted tasting of Spirulina and Madhuram cookies were also showcased during the training program with brief presentation from Crown Ambassador Dr. Rathna Vasupal, while Prof. Vasupalaih continued to motivate the attendees.



TAMIL NADU

25th July 2016

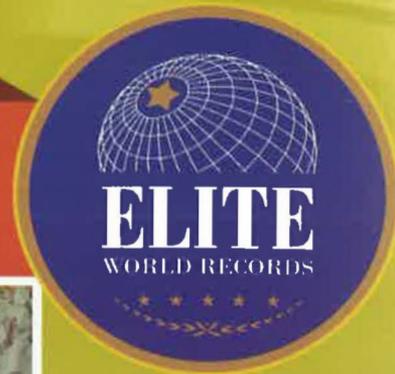
Loyal and committed network leaders all over Tamil Nadu would have never been excited without the back-to-back success of Recognition Nite and Achievers Training program held in the state capital and prime landmark in Chennai.

After the much-hyped Recognition Nite, the training program for the achievers dubbed as Achievers Training was held at five-star Ramada Hotel on 25th July 2016.

With the support and presence of DMI Management Team led by International Marketing Director Mr. Abdul Rahmat Puvarasan Bin Adullah, the excitement and motivation spiced up with the session from powerful set of guest speakers EGD Mr. Agarwal, GD Dr. S. Ranjan, Dr. Illangovan, Mr. Narendra Babu, Mr. Benjamin, Mr. Balamugaran, Mr. Naga Ganesh, Mr. Nemichandran, Mr. Selvam and Mr. Anbu.

Over-all, holding this kind of special training program intended for the leaders serves as their fulfilling experience and one of the true accomplishments from the speakers who mainly commit and devote their time in developing and nurturing the DXN business.

CONGRATULATIONS



R. Sakthi Sowbarnika, daughter of DMI Tamil Nadu Leader Radha Krishnan, achieved the **Elite World Records** for the **Largest Origami Mosaic by a Female Minor**, of **Chinmaya Vidyalaya Matriculation Higher Secondary School in Coimbatore, India** from **5th to 6th August 2016**. Radha Krishnan's daughters pose with the range of superior DXN products to prove how these products successfully help them achieve the magnificent records.

The family that uses DXN products, stays together.

This is how the whole family of **Triple Diamond Radha Krishnan (099003264)** enjoy taking DXN products.

As shown in the picture above, it only proves how effective DXN products are, especially on improving brain functions of the children to achieve the prestigious **Elite World Records**.

DXN food supplement products such as **Reishi Gano (RG)** and **Ganocelium (GL)** and **Spirulina** plays a pivotal role in the over-all health condition of the whole family.

At this juncture, we are assured of the high quality and superiority of the DXN products as attested by people across the globe.

With the specific health benefits of DXN products in our body as powerful immune booster with stamina and brain-enhancing properties, we can feed and provide them the right, nutritious food and products that are helpful in their progressive years.

As we all know that our children is the hope of our future, who will continue the legacy of the family. Indeed, DXN products are your partners in building the future of your family.

ELITE WORLD RECORDS is the home of new world records with primary mission to raise the bar of human achievement through world records.



3 Stages of DXN Business

By **K.M. RAFIQUE AHMED**
Vice President, DMI South



Business planning is simple and so worthwhile that a straight-forward guide is in order to help you through the basics. To build any business or system it is necessary to go through a step by step process which will teach/train and qualify an individual for the next step for success. If the business is built by skipping the process, business can be done but expansion of business is a question mark.

When your business has grown in an abnormal way as a result of premature process, the sustainability of the business is doubtful and we cannot cherish that temporary success. Though it seems to be a bigger team but will be without any bigger volume of business.

Let us see the basic stage of DXN Business based on which we go grow further beyond our network. The stage are

- 1.Survival Stage
- 2.Development stage
- 3.Prosperty Stage

Survival Stage: (1 to 3 months)

Two types of Survival:

- 1.Survival by individual effort
- 2.Survival through a process of system

Survival by Individual effort:

In DXN, survival can be referred to the maintenance of PPV viz., 3000 PPV.

Most of distributor don't automate this process, mostly PPV is done by personal consumption which is necessary, but the Consumption of 3000 PPV may not be very much feasible by many new distributors.

He/she fulfills the 3000 PV for a few months, once they feel the load of 3000 PPV from his/her pocket, the chances are high that he/she may stop from maintaining the 3000 PPV and for the matter even will not maintain basic 1000 PPV.

If a member fails in this stage all his efforts what he did on sponsoring, servicing and the knowledge gathered goes in vain.

Survival through a process of system:

Many of distributors make this survival process in a system, an automated way through which his 3000 PPV can be maintained. The only difference here the distributor make is, he still maintain 3000 PPV but the load he will not carry alone, he will distribute the load to the consumers by clearly knowing the buying capacity of a consumer.

This is one reason being insisted on all new distributors to make a list of at least 20 consumers so that 3000 PPV can be automatically achieved, within a span of 3 months.

Also please take note that to concentrate on buying capacity of consumers, the product be either RG/GL or Spirulina or even can be toothpaste or soap, or any other product based on consumer's choice.

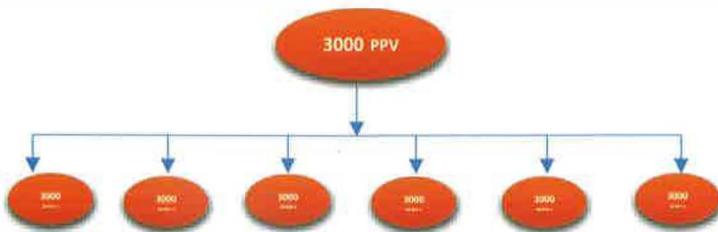
This will resolve the very basic survival stage which is a very crucial time in DXN business. Once this is done successfully, next comes the duplication of the same process with the downlines. This process is like a master copy, which will be duplicated for an everlasting success.

3 Stages of DXN Business

Development Stage: (3 to 24 months)

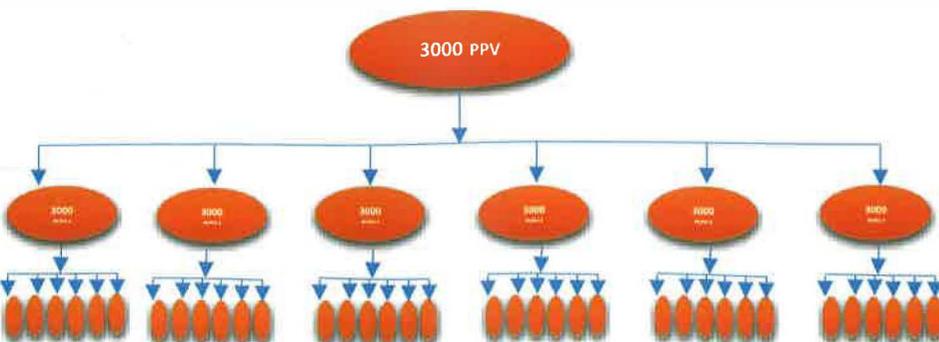
This stage consumes an approximate 3 to 24 months, in which a distributor needs to build his/her own empire. It does not matter how long you are doing this business, what matters is how much you build your DXN business

Building DXN business is directly proportionate to building your people in your team with good structure. The best possible structure in your business is to build at least 6 lines to do 3000 PPV through a process explained in stage 1.



The second step of Development stage is to develop and monitor your team members to build their structure which will be your core team.

This structure of 6 x 6 is very crucial to your business's further development. Maximum effort need to be given to duplicate this structure by your 1st generation to develop 3 generation by 2nd generation leaders.



Prosperity Stage: (2 to 4 years)

This is the ultimate stage where the business starts duplicating itself. To arrive at this stage your core team of first and second generation leaders need to be built in such a way so that they can be independently able to duplicate their team.



Hope the above will help you to automate your business in a couple of years. This structure will give you Freedom of Time, Money and of course with good health as the entire organization is built by using our superior quality DXN health products.

DEFINING FINANCIAL INDEPENDENCE



We continue to live life by defining our true purpose
 We take every step of the way to achieve our goals
 We understand things and embrace challenges.

DXN continues to give hope to multitude of dreamers around the world in achieving the right path to financial independence. Meanwhile, here are some of its allies and armies who successfully reached their goals in life.



RAJENDRHA GANAPATHY BHAT
 (099161872)
 Senior Star Diamond



JAYALEELA (099000186)
 Triple Diamond



MARUTI PAIKEKARI
 (091171559)
 Executive Star Diamond



PRAVEEN KUMAR M.G. (099514606)
 Senior Star Diamond



RAVISH K.N. (099665644)
 Executive Star Diamond



NANA BHANDARE
 (099859637)
 Senior Star Diamond

Inspirational Quotes on Financial Freedom

"Happiness does not come from doing easy work, but from the afterglow of satisfaction that comes after the achievement of a difficult task that demanded our best." -Theodore Isaac Rubin

"Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all." -Dale Carnegie

3 LET'S DO 3,000 PPV



As normal struggling human beings, we always aspire for better opportunities in life and seek for what they call financial independence.

Apparently, DXN provides you superior and stable options to unleash this secret formula of getting your dreams and becoming successful in life. Keeping your 3,000 personal point value (PPV) and making others do the same are two most concrete challenges you can do to achieve these dreams.

First, you decided to join and do the DXN business because of your dreams – achieving better health, better financial standing and a better life.

However, we tried many things but dreams seems nowhere near. We sponsored several new people we met, attended various trainings and endure a lot of hardships.

What could be the possible reasons?

- Lack in motivation?
- Lack in training?
- Lack in activity?
- Lack in perseverance?

The real reason is EXCUSES!

We forget to do the important thing and that is to **DO 3,000 PPV**.

Benefits of Maintaining Monthly 3,000 PPV

If you would maintain 3,000 PPV per month, you can have the following opportunities and avoid losing good things in life:

- Enjoy the Development bonus per month
- Earn travel seminar points
- Take part on DXN's profit sharing
- Chances on gaining leadership bonus

If we keep on losing good things and money, how can we get our DREAMS? Let's stop the bleeding and start recovering.

Let's do 3,000 PPV!

How to do 3,000 personal PV?

There are two (2) basic things to consider in doing 3,000 personal PV: **Ultimate change brand and sell one DXN product a day.**



*The crowd during the successful launching of **3,000 PPV Club** held in different states in India that attended by hundreds of loyal and committed Leaders and Distributors. This was also coincided with the launching of **Lingzhi Coffee 3-in-1** last 21st August 2016.*



DXN MARKETING INDIA PRIVATE LIMITED

WELCOMES YOU TO

Create new identity... take extra mile in your DXN business!

3,000 PPV CLUB

TERMS & CONDITIONS:

- Any DMI Distributor who maintains 3000PPV for three (3) consecutive months can be part of this club "On Personal Request" (Website Enrollment).
- If there is any break and member fails to maintain 3000PPV in any month, then he will be automatically out of club. He can re-join after doing 3000PPV continuously for next three (3) months.
- Member should not have disciplinary records.
- Member should actively participate and promote DXN events.
- DMI reserves the full and absolute right at any point of time even without any prior notice to change, vary, amend, modify or dissolve this club.

BENEFITS

- Name highlight on DMI corporate website
- Special Badges
- FOC or subsidized entry for Training Camps and other company's organized events.
- Reserved seats row for 3000 PPV Club members in all company's events.
- Birthday Greetings
- Many more facilities will be added.

Corporate Office: New No. 69 (Old No. 29), Eldams Road, Teynampet, Chennai - 600 018 Tamil Nadu, India
Phone: +91-44-49526583, 49526584

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Pincode -110015 Phone : 011-40150150