

# Key Takeaways

Mudit Lal • Founder, Devalok Design & Strategy Studio

---

## You're the First Generation With a Choice

India held ~24% of world GDP for nearly two millennia. Colonialism dropped that to 4.2% by 1950. Your grandparents' generation fought to survive (per capita income: ₹250/year at independence). Your parents' generation fought for stability. You are the first generation that gets to choose quality of life — and that's not a free pass, it's a responsibility.

**The opportunity:** India's per capita income is ~₹2,05,000/year and projected to hit \$5,000 by 2030. One in four households will have meaningful discretionary spending power by 2035. Don't consume employment — create it. India has no global consumer brands yet. That's your open field.

## Know Your Why Before Your What

Most people ask "What do I want to do?" before they've examined "Why do I want anything at all?" Is it money? Status? Impact? Family expectation? There's no wrong answer — but an unexamined answer will cost you years. Start with Why, then decide What (startup / job / family business), then figure out How. Most of business school teaches How. The Why is on you.

## Value Is Not Just Money

When you evaluate an opportunity, score it across all seven dimensions — not just salary:

**Money** — Yes, it matters. But it's one of seven. **Respect** — From people whose opinion you actually value. **Network** — Who are you in the room with? **Execution** — Are you doing things, or making slides about things others do? **Experience** — Real texture. Failures, shipping, difficult clients. **Learning** — Are you more capable every month, or plateauing? **Optionality** — Does this path open doors or close them? A ₹6 LPA role with incredible network and execution experience might be worth more than ₹12 LPA where your boss's boss doesn't know your name.

## Know Where You Are on the Pyramid

"Follow your passion" is great advice — if your family is already at safety and stability. If they're not, it's irresponsible. But if your parents already did the work to get your family there, don't waste that privilege by making the same safe choices they had to make. They made those choices so you wouldn't have to.

## Do the Right Thing

You almost always know what the right thing is. The hard part isn't knowing — it's doing it when there's money on the table telling you to look the other way.

Your reputation is the one asset that compounds in every direction. Every time you do the right thing — especially when it costs you something — that compounds. Every corner you cut compounds too, just the other way. And you don't get to rebuild it cheaply.

## Don't Compete on Price

India's per capita income is rising. People want quality — in B2C and B2B. The person who builds the premium version of anything in India right now has a 10-year runway ahead of them. Don't race to the bottom when the whole market is moving up.

---

Make sure the picture in your head is actually yours. Then go build it — with integrity.