



SMALL  
is the new  
big

sandeep maheshwari

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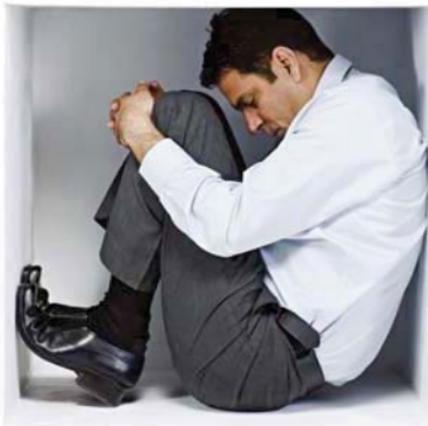
## author's note

The photo book you hold in your hands is a visual treat. It is a book to be experienced, savoured and then digested. It brings to you the big things of life in small packages. It reasserts that size does not matter but 'sense' does. Children teach us lessons of life through every act they perform. Each picture tells a story which is cosmic, universal and abiding.

## *preface*

Today, everything big is related with one's material possessions - a big car, a big house or a big bank balance. Lost on the endless road leading to the bigger things in life, we tend to forget that there are some crucial small things, which make the 'big' difference.

Times have changed and so have perspectives. What was big earlier is no longer so. There was a time when knowledge was big. The stress was on learning and accumulating knowledge. In the modern scenario, facts and knowledge are available at the click of a mouse. So, it is the ability to think out of the box, which is really big now!





“ This book is dedicated to my son who has taught me how to live life to the fullest! ”

## the inspiration

Today, as I stand at the threshold of new beginnings, I am asked what inspires me. People say I am successful but I wonder what is success and who is responsible for my success. My parents? My teachers? Life?

True, my parents nurtured me with love and affection, teachers taught me invaluable lessons from books, and life, moulded me to be what I am. However, on reflection I find that it is my own childhood, which holds the greatest lessons of life. I look at my three year old son and the lessons are renewed with greater impact. The more I experience life, the stronger is the realization that the child is the teacher chosen for all mankind.

It all began on a lazy Sunday afternoon. I was, as usual, watching TV, while my three year old son was busy doing his own stuff.

He picked up a jeep, turned it over and discarded it. The next choice was a helicopter that flew around his head and settled down on the floor. The whirring wings fascinated him and he took them apart to see what made them work. He looked satisfied with what he had seen inside the helicopter. I was intrigued by the knowledge he seemed to have gained. Casually, I wondered if he was destined to be an engineer. Suddenly, something on the dining table seemed to catch his attention. He walked across and his small chubby hand reached up. His fingers gripped the handle of a jug full of water and there was a look of triumph on his face as his hand connected with it.

I wondered if I should stop him. Before I could react, his small hand grasped the handle firmly and he upturned the jug and the water came pouring on his head! He was drenched from head to toe. Till date I haven't figured out whether it was accidental or intentional but what happened after that is permanently etched in my mind. First, he looked startled at the sudden impact of the water. Second, he looked around to make sure there were no disapproving adult eyes watching. I hide my smile and pretended not to notice, but my curiosity was fully aroused. I wondered what he would do next.

What he did next took my breath away!

He burst into spontaneous laughter while he splashed his feet in water. His hands met in a delighted clap and he danced a little jig. His eyes were sparkling and his face reflected pure joy. His unselfconscious celebration held me spell bound.

I forgot the whole world for the next few hours and continued observing him with watchful eyes. I watched him discover, I watched him innovate, I watched him live. I forgot my adult world and was lost in my son's world. I discovered life, the joy of living, the secret of happiness. I wondered when I had last experienced such joy. I was shocked to realize that despite numerous 'success' moments in my life, I had missed out on the precious moments of unadulterated joy, which I had just seen my three year old experience.

This was an eye opener. I realized that what I had witnessed was special and a powerful lesson was waiting to be discovered. It came as a shock that I had nothing to teach him, but a lot to learn indeed.

So, here are the invaluable lessons I learned from my son...

the beginning



the beginning

A child thinks the unthinkable. What we think is a mere image of something others have thought or conceived before us. But a child's thoughts are not limited by human experience and a restricting past. He has an unlimited reservoir of unexplored thoughts.

So even to get the big things in life we need to have the perspective of a child, we need to think out of the box and only then can we dream to make the impossible, possible.

This is an age old thought which inspired philosophers like Nietzsche and scientists like Einstein to rise above the ordinary and explore a whole new world. They learnt to come out of their rut and view things from a different perspective. Why can't we take the cue from children and view the world from a completely different angle?

I would like to elaborate the above thought with the help of three examples from my life. I quote the experiences from my own life as they are very vivid and meaningful for me and I have learnt invaluable lessons, which I would like to share.

- As a 21 year old my desire to write a book on marketing was complete madness. Who ever heard of a college dropout writing a book on marketing? Besides this, everyone predicted, "You won't complete it". But the child in me proved everyone wrong. Not only did I write it in 8 months but I also published it. The child in me triumphed.
- My second attempt to do the impossible was when I wished to create a world record in photography. My friends had a series of questions - How? Why? Are you serious? 'It is impossible', they said. Their list of obstacles was long... Firstly, I needed a huge investment to hire 122 models for clicking more than 10000 shots in less than 12 hours and secondly my tiny set up was not enough to create the world record. But the child in me had thought the unthought-of. What others thought impossible, the child in me accomplished.
- Then I dreamt of ImagesBazaar - literally a market for my images! Again I faced countless hurdles such as lack of funds, too small a team and disinterested investors. All these were the stumbling blocks to my success. In hindsight, many people say, "I could have done it too". It is possible for them to say this for the adult mind sees only reality i.e. something, which has already been seen and concretized. After I saw and I did, many believe they could have! For all this and more, I thank the 'child' in me!

think like a child



think like a child

The most startling truths are often heard from children. They lie in an unconscious state in the child's mind. The irony is that we constantly strive to seek this truth by visiting gurus, reading spiritual books and by meditating and chanting mantras. All we need to do is to watch how a child lives!

It is a fact that a child lives within every man. The child who makes him smile and feel alive. So why do we grow up? Simply because the adult world tells us to. We as adults have forgotten to live and we feel that it is our duty to pass on these lessons of 'nonliving'. The children are constantly being told how to behave, what to do, how to do - whereas it should be the other way round.

If you just take a moment and observe a child's behaviour, you will see some surprising things in his persona that would make you wonder wistfully, "Where have my childhood days gone?"

This is a useful concept for stepping back from our adult mindset and reclaiming a "beginner's mind" that is better able to understand and see past all the blinding 'reality' in the world.

A child may cry or be angry but is never depressed or unhappy. He doesn't know what unhappiness is. He learns the lessons of negativity, suffering and cruelty from the adult world.

Why can't we learn from the child?

In this book you will find many things that you may want to add to your own personality and change the way you live forever!

live like a child



live like a child

*People don't grow old.  
When they stop growing, they become old.*  
ANONYMOUS

*Genius is the recovery of childhood at will.*  
ARTHUR RIMBAUD

*When childhood dies, its corpses are called adults.*  
BRIAN ALDISS

*If you carry your childhood with you, you never become older.*  
TOM STOPPARD

*Every single person in jail for a violent crime had a nightmare childhood.*  
ROB REINER

*Childhood has its secrets and its mysteries; but who can tell or who can explain them!*  
MAX MULLER

*The world is full of people who have never, since childhood, met an open doorway with an open mind.*  
E.B. WHITE

Let's



be fearless

fear is in the mind, liberate  
your mind to take the leap  
into the unknown.



get curious

the mysteries of life unfold  
if the eye is keen and  
willing to learn.



believe

let the belief of the  
child live on in you.



have faith

a simple prayer from  
the heart moves mountains.



celebrate

open your heart, release  
the laughter and let the  
happiness spread.



change  
conforming to dead  
patterns is stagnation.



accept a  
challenge

so what if he is small,  
it's the attitude that matters.



ask for more  
asking for more is not greed;  
it's the desire to encompass  
the world in your arms.



get free

only a child can be uninhibited  
and unconsciously himself.



dream

begin the journey of a  
thousand steps.

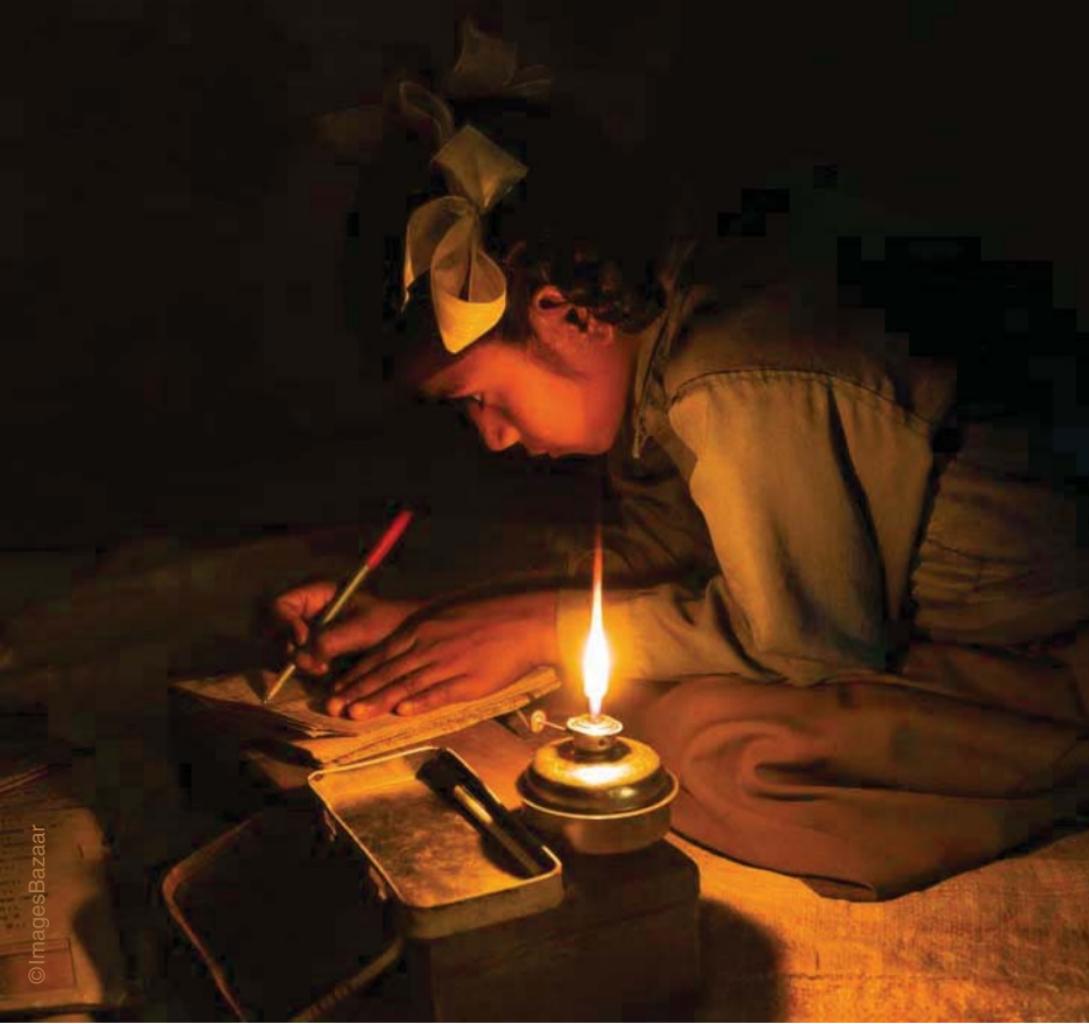


try to listen  
close your eyes and see the  
softness even in harsh realities!



explore

let the eyes see what the  
heart feels and not what  
the world shows.



keep going  
let's struggle to bring light  
where there is darkness.



create  
liberate your mind  
to think from the heart.



**takeoff**  
why to keep your  
feet on the ground when  
you can reach for the skies!



make  
a friend

true friendship is  
not a big thing - it's  
a million little things.



smile

is there anything in the  
world to match this?



have fun

the colours of life are  
more vibrant when  
you let them glow.



help

it's a wonderful  
way to move up  
together by making  
the journey a pleasure.



hope

a chink in the  
wall is enough  
to see the world.



imagine  
put on your  
thinking cap as you  
never know what clicks in life.



learn  
every skill is meaningful and  
it's never too late to learn.



live

why lose even one  
moment of happiness.



love

love knows no boundaries and  
there are no conditions  
attached with it.



be good  
every act of kindness  
contributes to a better tomorrow.



try harder

it's that little extra, which  
raises the ordinary to  
the extraordinary.



share

even a leaf is  
big enough for  
the generous heart.



find solution

isn't that why we have  
problems; so that we  
could solve them!!!



get thrilled

make life an  
adventure by venturing  
out into something exciting.



never give up

begin from the beginning;  
the whole world is  
waiting for you!



make  
a wish

if God is willing  
to grant then why do  
we restrict our wishes?

find solution make a wish be good have faith  
make a friend help change dream celebrate  
never give up live hope keep going  
try harder learn have fun explore  
get curious be fearless ask for more  
get free takeoff explore  
imagine smile try to listen  
get thrilled accept a challenge

# Let's Create Believe





## about sandeep maheshwari

Sandeep Maheshwari, Founder of ImagesBazaar. That's how the world knows him.

As one of his childhood friends, I know the '30 year old child' who surfaces in all spheres of life he touches. At home he is the eternal child. His wife, who has been with him for 15 years, says, "Being married to him is just like being in school, he has not changed at all. We are still best friends, the only difference is that now we are three friends - the third being our three year old son."

I know it for sure that his success is not by chance but by keeping the child in him alive. Like a child, he knows no rules except those set by his own mind.

A man is known by the qualities he admires. Sandeep admires the honesty of the child (his friends and clients vouch for his integrity), the unadulterated enthusiasm of children (his entire team is fired with his zeal) and the endless curiosity which leads children to unimaginable risks (his projects which seemed fantasies are enviable realities today).

This book is testimony of what he holds sacred in life.

Long live the child!



The signature is written in a fluid, cursive script. It starts with a large, sweeping 'S', followed by 'unny' and 'Arora' stacked vertically.

Sunny Arora, Sandeep's Friend