

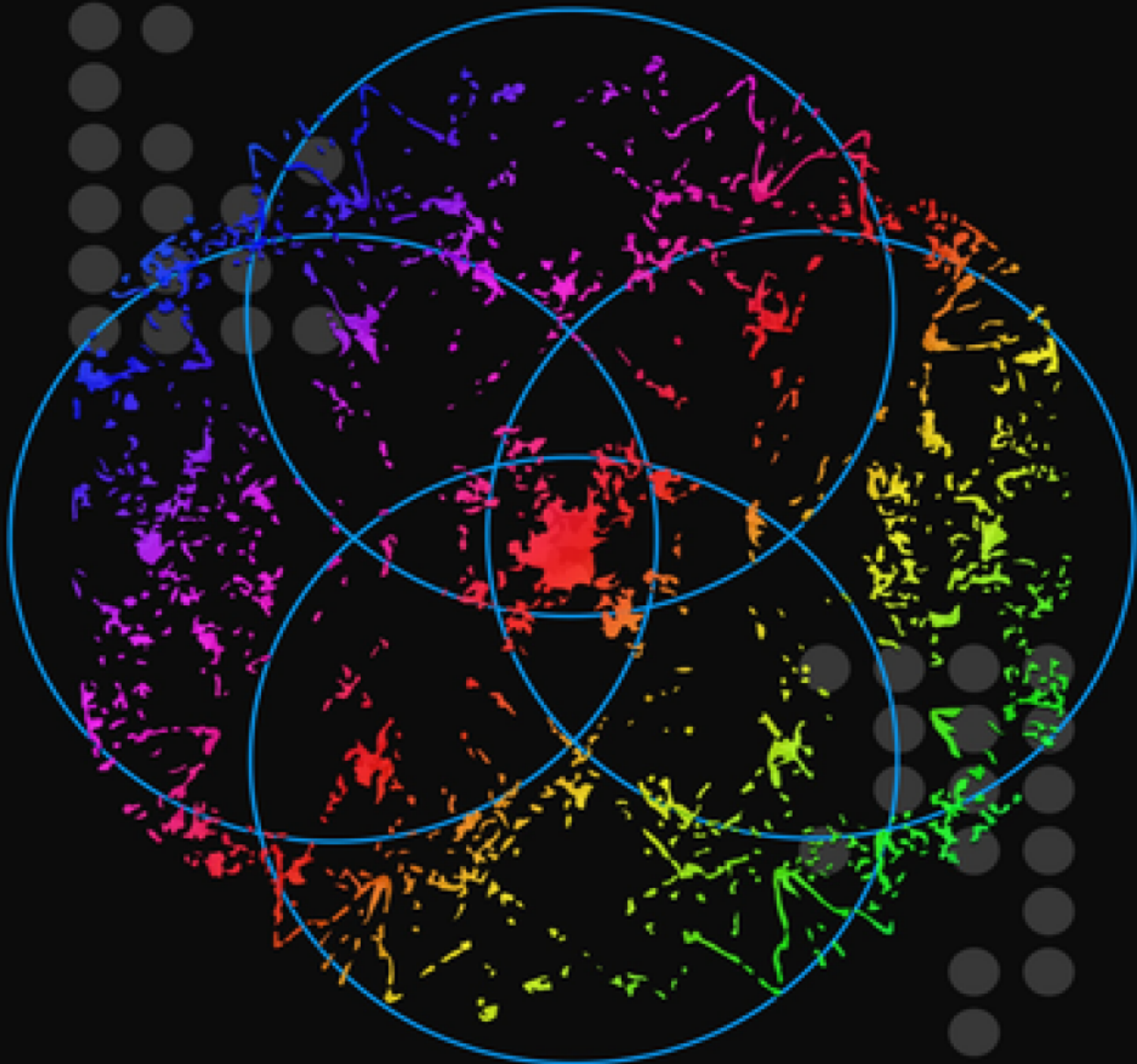
Me Ki Gai a page-turner novel fiction Book launches focused on Ikigai principles and financial intelligence

Me Ki Gai, a page-turner fiction novel book authored by serial entrepreneur Atul Khekade shares tale of a young man discovering ikigai, happiness, love, and riches. Ikigai is a Japanese concept about the reason for being.

Atul Khekade

Me Ki Gai

A Young Man's Journey Discovering His Ikigai



Mumbai, Jun 24, 2020 ([IssueWire.com](http://www.IssueWire.com)) - As the world is battling with mounting job losses and MSME closures, serial entrepreneur Atul Khekade launches his first fiction novel **Me Ki Gai** inspiring entrepreneurs and intrapreneurs with the principles of Japanese concepts of ikigai and financial intelligence that may prove relevant in building jobs and saving MSMEs during the economic downturn.

The book is now live for purchase on Amazon Kindle and paperback on Amazon US, UK, Canada, Japan, Germany, South America at the following URL :

<https://www.amazon.com/dp/B089SCJDV7>

The book is also available in India through Notion press website or Amazon.in :

Link: <https://notionpress.com/read/me-ki-gai>

Link: <https://www.amazon.in/dp/1649193114/>

Me Ki Gai is a tale of a young man Parth whose life is saved by a mystic amongst crisis in personal and professional life. Parth sees his life turn around as the mystic guides him through the principles of ikigai and financial intelligence. Krisha joins Parth's journey to find her own ikigai, purpose, and riches.

The principles of ikigai are controversial to centralized industrialization. Ikigai takes into account each individual's unique skills, gifts, passion, vocation, and then combines it with market needs through the profession. The book comes with inspiration for minds for negativity spread by the economic crisis. The author believes the economic growth of the future world will be driven by decentralization and localization.

Me Ki Gai is authored by Atul Khekade, a first-generation serial entrepreneur with the current role as the Co-Founder of TradeFinex.org and XDC.Network aiming to connect 450 million MSMEs with alternative asset investors through decentralized finance or DeFi powered by Blockchain technology. The fully diluted net worth of XDC Network is around 150 Million US Dollars. Atul has previously set up successful companies in Fintech, Aviation, and the education industry and has been featured on Forbes, Fortune, Bloomberg, and Entrepreneur Magazine. Atul is born in India and is a resident of Singapore.

Link to Goodreads review:

<https://www.goodreads.com/book/show/53953012-me-ki-gai>

Link to Reedsy Discovery :

<https://reedsy.com/discovery/book/me-ki-gai-atul-khekade>

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