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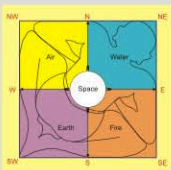
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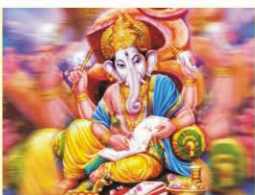
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**HAPPY NAVRATRI & DUSSEHRA**

**EDITORIAL**



Welcome to the October 2010 issue of Vaastuyogam. I along with the Vastuyogam team join all readers in the celebration season ahead. First we have the Navratri and Durga puja which will be followed by Dussehra.

This month the Vaastu Alerts article deals with the crucial factors of a building over which occupants may not have much control. The article is addressed to the general public that are about to buy a flat and are hunting for a perfect home. The fact of the matter is that it is the builder who must exercise caution here. By taking some pains the builders can arrive at building designs far more superior to what is currently in vogue. What is more, the costs involved are marginal as compared to the benefits derived by the occupants.

The last few years have seen the increasing acceptance of Vaastu not only in India but in other countries across the globe. This development augurs well for the well being of the occupants. Vaastuyogam has indeed been conceived to go hand in had with this heightened awareness and our special "Vaastu Alert" series is a major thrust in this same direction. Readers will be happy to learn that another series Vaastu Properties highlighting salient Vaastu features for bungalows, row-houses and showrooms.

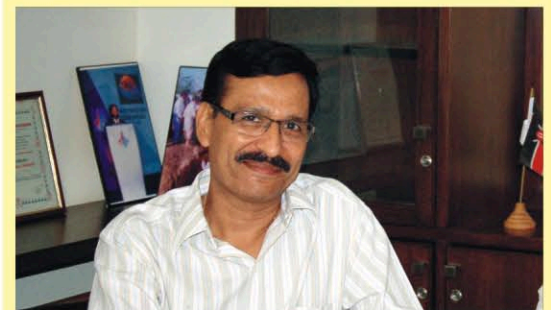
The Vedic India article is a continuation of last time story on Lord Ganesh. In this article we speak about his brother Kartikeya and also about Lalbaugcha Raja without whom no article on Lord Ganesh can be complete.

Happy festival times to all.

**Dr. Ravi Rao**

**VAASTU TURNAROUND**

The Ahmedabad-based Ranasaria group is one among the largest manufacturers of PP/HDPE bags in India. Established in 1993, the group initially had its manufacturing facilities at Vatva Industrial Estate but subsequently the facilities were moved to its current location at Kalol-Khatraj road in Gandhinagar district of Gujarat. The products manufactured by the group find a ready market in the fertilizer, cement and sugar



Mr Sajjan Ranasaria

industries. In a recent move, the group has implemented a major expansion by setting up a large facility, SSV Fab Industries Pvt Ltd at Hyderabad.

Born in Jhunjhunun, the headquarters of Jhunjhunun district, Rajasthan, the Ranasaria brothers did their schooling and graduation in their hometown where the family was into the semi-wholesale trade of textiles. In 1980, Mr. Sunil Ranasaria joined his father Shri Murlidharji as he extended the business to Ahmedabad where the family established a del credere agency (aadatiya) under the name of Kailashpati Textiles.

By 1986, the Ranasarias had moved on to the cloth-processing and printing business. However, as the climate for the share market got buoyant around the early nineties, they relocated resources to the primary market, applying for shares in new issues where the offerings of the shares were at par. There was easy money to be made and the

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***“I see Vaastu as a secular and scientific approach to constructing a house, office, factory or commercial complex”***

- Mr. Sunil Ranasaria

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## VAASTU TURNAROUND

gains in the PP/HDPE bags business. The business did well and after three rounds of expansion, Mr. Sunil Ranasaria moved to Hyderabad to set up a large-scale manufacturing unit.

We met the group chairman, Mr. Sunil Ranasaria at his Hyderabad office and his younger brother, Mr. Sajjan Ranasaria in Ahmedabad at our Vaastuyogam office.

*Excerpts from the two interviews.*

### Mr. Sunil Ranasaria in Hyderabad

I first encountered Vaastu in 1995 when I purchased a plot for my house in Ahmedabad. When I was to start the construction of the house, my brother-in-law Shyamji of Mayur Woven, advised that I should get the plot approved by a Vaastu consultant. Shyamji is a firm believer in Vaastu and follows it rigorously, both in his business and his home. The Vaastu consultant who was from Mumbai, pronounced the plot unfit as it was not

**I may sound philosophical but it is my considered opinion that the most important factor in life is your luck and the blessings you have accumulated from the karmas of your previous births; that, along with the aashirvad (blessings) of your parents and gurus. Vaastu is your support, both in good times and bad times.**

- Mr. Sunil Ranasaria



Mr Sajjan Ranasaria with Dr Ravi Rao

aligned to the cardinal directions. My gut feeling was that this one reason alone was not sufficient to reject my plot as all other salient requirements of Vaastu were fulfilled in the plot. I personally took sincere interest and studied several books on the subject. With an engineer by my side, I designed my house as per Vaastu. It has been the luckiest house for me. Having moved to that house, we never faced serious setbacks and enjoyed a healthy and happy life.

### Dr Ravi Rao

It was Shyamji who introduced me to Dr. Rao around 2003. Dr. Rao had done some excellent work for him at Mayur Woven and Shyamji always spoke very highly of Dr. Rao.

I see Vaastu as a secular and scientific approach to constructing a house, office, factory or commercial complex and the placement of the furniture etc., in the building. What I personally appreciate about Dr. Rao is that he too does not confuse Vaastu with religion or superstition. He explained to me how Vaastu is nature's way of achieving harmony and balance and in fact this was exactly as I had studied it in my Vaastu books. He has mastered the subject and inspires confidence. He has vast experience and can quickly grasp the problem and satisfactorily explain what has to be done. He does not throw thumb-rules at you but gives a positive and detailed analysis of what needs to be done and the changes it will bring. In today's world of

modernity and science, thumb rules won't do. I am absolutely clear that I must *understand what is happening.*

I may sound philosophical but it is my considered opinion that the most important factor in life is your luck and the blessings you have accumulated from the karmas of your previous births; that, along with the aashirvad (blessings) of your parents and gurus. Vaastu is your support, both in good times and bad times. If you are going through good times, it will give wind to your sails and your take off will be smooth, swift and easy. If your times are bad and you are going through a rough ride, Vaastu will surely make the bumps less harsh. It will do your battles with your hardships and ensure that you don't sink. In your bad times it will prevent you from a free fall.

### On Vaastu Consultants

The crux of the matter is that demand for Vaastu is far more than the number of Vaastu Shastris. This has created a situation where Vaastu Shastris are in much demand. To make matters worse, the number of genuine and talented consultants is very small. In Andhra, the supply and demand position is balanced. This is the reason why so many people are able to follow Vaastu here. People in Andhra genuinely believe in Vaastu and it is a way of life for them.

For my part, I am happy with Dr. Rao. Of



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**VAASTU TURNAROUND**

course Dr. Rao is also from Andhra. For me, the proven, tested option and the best option is Dr. Ravi Rao. I have good experience with him and see no reason to search for an alternative.

**Mr. Sajjan Ranasaria in Ahmedabad**

It is the truth to say that my involvement with Vaastu was negligible until some time ago.

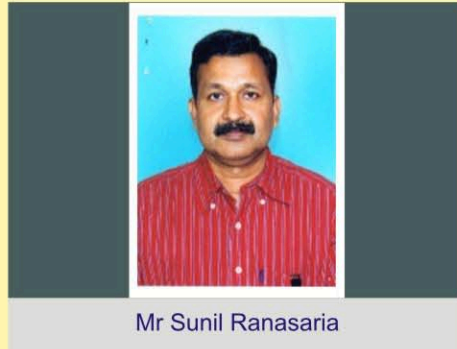
**Having learnt our lessons, I have made it a strict policy now to consult Dr. Rao on even the smallest of issues. I have seen the vast difference Vaastu compliance can make in one's life and don't want to take any chances.**

- Mr Sajjan Ranasaria

This is because Sunilji, my elder brother handled these matters. When my elder brother, Sunilji moved to Hyderabad to set up our new unit there, I began interaction with Dr. Rao on Vaastu matters where our Ahmedabad plant was concerned. I completely agree with Sunilji when he says that Vaastu is "a secular and scientific approach to constructing a house, office, factory or commercial complex and the placement of the furniture, etc., in the building."

Unlike Sunilji, I have not studied Vaastu in detail nor have I read any books on it. In fact, apart from Dr. Rao I have not interacted with any Vaastu consultant. My own experience is that there is tremendous logic to Vaastu.

Often, using my gut feeling and basic logic I have reorganized raw material locations at the factory. The purpose of these exercises had been to streamline production flow. I found out subsequently that what I had inadvertently done was a Vaastu-perfect



move. I was pleasantly surprised at that time but in fact this has happened to me on more than a single occasion.

Once I shifted my cash vault at my residence from where it was to another room. All of a sudden, I experienced remarkable improvement in my personal cash flow situation. I found out subsequently that earlier the cash vault was in a place that was not as per Vaastu. Without knowing it but merely out of logic and convenience I had actually put it in the perfect Vaastu location and thereby received the fruits of the changes made by me!

There is something that Sunilji has said earlier in your interview with him that is very important. He has said that Vaastu is a support both in good times and bad times and that when you are going through good times it will give wind to your sails and your take off will be smooth, swift and easy.

I want to add something to this which comes from my personal experience. Our first plant

at Vatva was situated on a fabulously accurate plot from the Vaastu angle. Unfortunately, the toilets were located at an inappropriate place from the Vaastu angle.

We found out subsequently that it was the combination of sheer luck and the aashirwad (blessings) of our gurus and parents that we managed our business there without serious setbacks. But we must have lost out on many growth opportunities whilst we were there. In this connection, I recall that around that time we were on excellent terms with a group that was coming up with a business venture through tie-up with an internationally renowned multinational. They offered us a chunk of the equity at an unbelievably low rate but we did not take the matter seriously.

Had we availed ourselves of that opportunity, I cannot even imagine the growth we would have had in our wealth today. There may have been many reasons behind our not taking up that offer but – in retrospect – I guess that had our Vaastu doshas of the incorrectly located toilets been corrected, we might have acted differently on the equity offer.

Having learnt our lessons, I have made it a strict policy now to consult Dr Rao on even the smallest of issues. I have seen the vast difference Vaastu compliance can make in one's life and don't want to take any chances. ■

