



## **“With Dr Rao you can count on Vaastu to work”**

- Mr Bimal Trivedi



### **VAASTU TURNAROUND**

Born and brought up in Kolkata. Mr Bimal Trivedi did his schooling at St. Lawrence high School there. After graduating from St Xavier's college, Kolkata, he began his career with the Poonawalla group in, Maharashtra. Mr Trivedi has had exposure in a wide and deep cross section of business and industry in various companies across India. Mr Trivedi started his management consultancy firm Consulting Catalyst in the year 2004. He has worked with local, national and international firms in Europe, Africa and U.S.A

We met Mr Bimal Trivedi in his office at Ahmedabad.

#### **Introduction**

Being a Gujarati I always wanted to return to Gujarat, so in 1992 when I got a chance to come and work in Rajkot, I did not let the

opportunity pass by. I have remained in Gujarat since. I began Consulting Catalyst after working with an Ahmedabad based management consultancy firm for six years. We work with clients on the whole gamut of the business; Accounts, Costing, Budgeting, I.T, Finance, HR, Joint Ventures, Our consulting is very different. In consulting what we work for is Growth Management. We help companies to achieve growth. We act and advice in all

areas relating to management philosophy, value system of the management, delegation of work within the company, their business policies, external interfaces so on and so forth. When we first meet the client our initial focus is on streamlining and organising to increase long term efficiency. Our relationship with the clients is on a long term basis. We have had clients that are with us since ten years. Our focus is more on bringing growth to organisations; during the periods of our consultancy clients have grown three times, five times and even eight times depending on their hunger for growth.

We are only advisors. We call ourselves catalysts because we don't take any line function in an organisation. We remain an external agency which helps in overseeing the entire business and see to it that the future planning takes place properly; that the organisation of the work deliverables is done in an efficient manner and ensure that the pace is maintained in terms of the growth plan through external interfaces and internal streamlining.

#### **On Dr Rao**

I came to know Dr Rao through two of my clients both of whom spoke of amazing results brought about through Dr Rao's



Mr Bimal Trivedi

**There are plusses and minuses in any organisation. We can't have everything right as a starting point. It is always a case of strength versus weaknesses. Here Vaastu plays its role. It can marvellously cover up your weaknesses and give more mileage to your strengths. It smoothens your journey and you reach your goals faster.**

- Mr Bimal Trivedi

**To the Vaastu disbelievers who happen to read this I want to reiterate that the machines were the same, we were the same, our efforts remained same but the results dramatically improved after the Vaastu intervention and I unhesitatingly give credit where it is due and that is to the changes made by Dr Rao.**

- Mr Bimal Trivedi



## VAASTU TURNAROUND

Vaastu intervention.

The first client was having a thirty five year old brand having a national presence, a strong marketing network but poor sales. Though there was nothing wrong with the organisation they were struggling. We were working with them and everything seemed to be fine yet the desired results were not to be seen. Enter Dr Rao. He suggested few Vaastu related changes. Once these changes were completed, almost miraculously, things started moving immediately.

In the case of the second client we were



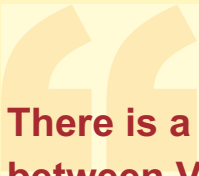
CONSULTING CATALYST  
MANAGEMENT CONSULTANTS

Previous Corporate Logo



CONSULTING CATALYST  
MANAGEMENT CONSULTANTS

New Corporate Logo design developed under the supervision of Dr Ravi Rao



**There is a big divide between Vaastu and its practitioners. Just as in Astrology, homeopathy and other Vedic sciences the role of the practitioner is the decisive factor. I think it has to do with intuition as in the case of Vaastu atleast, the solutions are derived from a gut feeling formulated at the site and influenced by many other forces including astrology. Qualifications, certifications, expertise all are crucial but what really works is a studied intuition.**

- Mr Bimal Trivedi

experiencing machinery breakdown problems. The machinery was state-of-the-art and imported from the best manufactures'. There were no raw material issues, we had a full line-up of trained workers. Nothing should have gone wrong but... We had daily stories of production slowdowns on account of machinery related issues. We looked into all the angles; spare-parts, getting in-house mechanics trained from the OEM in Germany etc. It was not as if we were battling serious issues. Those were all taken care of. It was a litany of inconsequential – almost silly – minor reversals that stole the day! Eventually the problems became so intractable that we sought external assistance to deal with them.

When Dr Rao made minor changes in the layout of the floor plan and a revised the colour scheme for some areas - again, almost miraculously – things got streamlined by themselves. Wastages were under control; production went up. To the Vaastu disbelievers who happen to read this I want to reiterate that the machines were the same, we were the same, our efforts remained same but the results dramatically improved after the Vaastu intervention and I unhesitatingly give credit where it is due and that is to the changes made by Dr Rao.

Impressed as I was with Dr Rao's Vaastu wizardry I could not resist inviting Dr Rao to my office for a Vaastu makeover. As it turned out our office was quite Vaastu efficient because my architect Mr Hiren Patel had

seen to that aspect earlier. However, Dr Rao did some further fine tuning including the redesign of the corporate logo of our company. I am happy to say that we saw good and quick results. Among other things we began achieving more by working less. Also, things were sorting out themselves, especially on the overdue payments front.

Since we are into growth management I saw wisdom in introducing Dr Rao to many of my clients and let me share with your readers that all of them have benefitted.

### Why Vaastu?

My belief is that to be truly successful hundreds of things must fall in place. Yet a single mistake can lead to downfall. You need to have your value systems right, to have a good team, have proper financial planning, proper control systems, you need adequate infrastructure. As growth managers we realign the forces of the organisation into one channel. I believe that Vaastu is a powerful alignment of mystical forces that channelises energy in the desired direction. So, in this whole gamut of organising the needed ingredients of success, Vaastu too is a pivotal player that shouldn't be taken lightly.

Organisations have differing strengths. Some are technically strong. Others have powerful negotiating skills. Commercial knowledge can make up for technical knowledge. There are plusses and minuses in any organisation. We can't have everything right as a starting point. It is



## VAASTU TURNAROUND



Mr Bimal Trivedi

always a case of strengths versus weaknesses. Here Vaastu plays its role. It can marvellously cover up your weaknesses and give more mileage to your strengths. It smoothens your journey and you reach your goals faster.

other myriad constituents that must work in tandem, if you are to achieve success. Vaastu is not a shortcut to success but an enabling factor. It is a powerful tool for realigning forces in your favour.

The widespread belief that Vaastu alone is responsible for success is a lazy man's shortcut to success that may not work. You cannot say that I will not have a value system in place, I will not have a proper team, proper controls, sufficient financing etc. but yet my success is ensured because I have a Vaastu compliant home or office or factory. Vaastu is one of all the

### Vaastu practitioners

There is a big divide between Vaastu and its practitioners. Just as in Astrology, homeopathy and other Vedic sciences the role of the practitioner is the decisive factor. I think it has to do with intuition as in the case of Vaastu at least, the solutions are derived from a gut feeling formulated at the site and influenced by many other forces including astrology. Qualifications, certifications, expertise all are crucial but what really works is a studied intuition.

In the absence of systematic education in the field engaging a Vaastu consultant is a dicey business and I suggest that one must rely on track record of the consultant. With Dr Rao you can count on Vaastu to work. ■