



## Experiences of Vaastu Power

### VAASTU TURNAROUND

This month Vaastuyogam met with the partners of Om Suntronics at their Vadodara plant.

*Excerpts from the interview:-*

In the beginning, we were totally unaware of Vaastu. We came to know about the subject through Kiran Patel who was working with the Jagdamba group at Dholka. It was Mr Kiran who insisted that we should give Vaastu a serious try both in business and at home. He recounted various episodes of Vaastu implementation and the results that he himself had experienced with DrRao.

When we met Dr Rao for the first time in mid-2003 our first reaction was of caution bordering on fear. Much of our resistance was on account of the fact that we neither had the money nor the time to embark on what a Vaastu implementation would surely involve. We stated this to Dr Rao clearly on

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the very first visit he made to our factory. He avoided replying and instead told us not to think too hard about such matters. Then, Dr Rao took a short round of the works and acquainted himself with our profile and the products we manufactured. We were then asked to meet him at his Ahmedabad office in the next couple of days. However, before he left he gave us a broad, clear picture of Vaastu and his own methodology. We understood that Vaastu was a science about people, place and products.

The meeting at his office was a memorable one. During the initial minutes Dr Rao calmed our doubts and steered the meeting to preparing us for the Vaastu changes he wanted us to get done. He began with a question that was the answer to our problems. "Can you tell me what your turnover is this year. You can't. You will not be able to, ever. This is because of the way you have arranged



the office and its seating." This remark came as a shock. But he was absolutely correct. Neither I nor my brother Tushar was aware of the turnover. As habituated workaholics we worked night and day and knew, broadly speaking, that turnover was increasing. But that was all.

Even as we were reeling from this shock realisation he went ahead and made another 100% correct judgement. This time on he



Team Om Suntronics

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spoke of the repercussions of our despatches through a specific gate. Dr Rao said that many of our despatches were being routed through so and so gate and all of these were having a troublesome history. As we gave the matter a quick thought we realized he was correct. All the



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consignments that had exited from that gate Dr Rao mentioned had given us trouble of some kind or the other. Some were incorrectly installed whilst others got into accidents on the way. There were the others that ran into a maintenance nightmare and finally the few that had long waiting periods for the payment.

Immediately, our faith in Dr Rao rose by 500% and we made up our minds to follow all of Dr Rao's advice. He told us that our case was a strong one and that Vaastu would work wonders for our future. He said that we should consider him as a doctor adding, "I have with me a list of eight things you need to do. I will give you eight different doses of medicine. You have to say either yes or no. If yes, you must take them all only then will you see true transformation. Taking three or four of the medicine doses won't help."

We again reminded him of our shaky finances and this time he replied that the Vaastu changes could be done stage-wise. We could begin with the simpler and low cost

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Digital Web Guide System

solution and keep moving up the ladder; but we should do the whole thing and not leave it half-way. Within two months of the meeting we had implemented all but the two changes that required time, money and a somewhat protracted break in the production cycle.

Be that as it may, a wave of positive developments followed and we were elated that Vaastu had indeed worked for us.

After some months of this all us brothers met and pondered about the remainder two changes still pending. Unanimously, we decided that without looking back into the reasons for the delay, we would go back to Dr Rao and make the next move.

At the meeting with Dr Rao, we were at the receiving end of his censure. He told us that we were foolishly unaware of the growth prospects we had missed out on because of not implementing the two changes. When we spoke of the financial burden the changes involved he dismissed our concern by saying that the expenditure incurred would be like a drop compared to the flood of new business that would come our way once the changes were done.

We returned to Vadodara and immediately set about completing the Vaastu changes. True to Dr Rao's promise we were met by a flood of business deals we could never even have dreamt of. Earlier, all our big orders ended in talk only. Invariably, orders slipped out of our hands at the last moment. But no more. We didn't just get huge orders; we got them from prestigious corporate clients like Parle. Since then we have had a dream run

growing by nearly 100% year on year for the past six years.

There may be loose talk about Vaastu but we have not come across it. Perhaps this is due to the fact that our zeal for it is transparent and overpowering. We wear Vaastu on our sleeves. Wherever we go – and we go almost everywhere, be it India or overseas- we proclaim the fact that Vaastu does good to one and all. Being with Dr Rao for such a long time and having implemented Vaastu more or less in minute detail at our factory we have got into the habit of analysing factories from the Vaastu angle. We keep pointing out this or that Vaastu flaw to our business associates, friends and relatives. We see this as our duty to them!

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Automatic Viscosity Controller, Meisei, Japan



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one. We must harness this through faithful implementation of its principles. It is not as if we have not had our ups and downs. The difference is that we know that no problem is so great that it will crush us and also that there is no problem which we can't solve. This is the true blessing of Vaastu. It has given us faith in our ability and ensured that we do business in an environment of calm and dignity. We have seen this even at our homes which we have built totally as per Vaastu and under Dr Rao's guidance.



Team Om Suntronics

To those who complain that Vaastu did not work for them, this is what I have to say . One reason could be that their Vaastu consultant wasn't the right choice. Another reason might be the fact that they have only implemented the Vaastu solution partially. Sometimes, people merely take satisfaction from the fact of engaging a high profile Vaastu consultant and that's where the story ends. They implement the Vaastu solution half-heartedly or not at all. In such cases it is not Vaastu but the people themselves who are to be blamed for the poor Vaastu results they experience. ■



Automatic Register Controller, Taiyo,japan

## Om Suntronics Profile



Om Suntronics is one of the pioneer companies providing digital Web guiding solutions and Web tension control systems for Web handling. They have been in business for over ten years. Om Suntronics has entered into strategic partnerships with global leaders to upscale their product line.

has around 750 installations worldwide. **Their important clients include:-**

- 1.Parle Products Pvt. Ltd.
- 2.Procter & Gamble, Manilla, Phillipines
- 3.ITC Limited (Food Product Division)Bangalore
- 4.Ruchi Soya Industries. Indore
- 5.Zandu Pharmaceuticals Pvt. Ltd.
- 6.Hindustan Lever Ltd, Cochin
- 7.Ramdev Food Products, Ahmedabad.
- 8.Adani Wilmar Limited
- 9.Tata Tea Limited ,Bangalore
- 10.Kitchen Express , Ahmedabad
- 11.Samrat Namkeen Pvt. Ltd.
- 12.Amul Dairy, Anand
- 13.Mother Dairy, Bangalore

**Their partners include:-** 1.TAIYO, Japan that provides solutions for automatic register control for Gravure and Flex printing press.

2.VISI TECH, UK for print inspection systems for Gravure, Flexo and Label industry.

3.MEISEI, Japan for viscosity control systems for the Converting industry.

Om Suntronics Converting Equipments

