



**The cost of Vaastu implementation is a non-issue. You cannot put a price to ensuring your happiness, prosperity and well being.**



**INTERNATIONAL FOOTPRINT**

**This Month Vaastuyogam meets Mr. Ravi Patel of Subati Flowers.**

Born and brought up in Nairobi Mr Ravi Patel did his primary schooling in Nairobi and subsequently his Masters in Banking and Finance. His father Ramesh Patel came to Kenya from Gujarat, India and is into plastics molding manufactures of household goods.

*Excerpts from the interview:-*



Mr Ravi Patel

**About Subati**

After returning from United Kingdom, I started Subati, my business of growing and exporting cut flowers in 2007 with my partner Narendra Patel. Even though we are on the equator, the varying elevations of the land and the climate make growing roses a very attractive proposition in Kenya. In all, at Subati, we grow 42 different varieties of roses. The whole of our daily produce of over 90,000 stems is exported to Russia and other 22 countries across the globe.

**Dr Ravi Rao**

Dr Rao is well known in Kenya and other African countries. He is a truly genuine Vaastu Consultant. I came to know of him through my mother-in-law, who in turn had heard of him through friends. Though Vaastu awareness is growing, I myself wasn't aware of it till I met Dr Rao. However, I was faintly aware about Feng Shui and had an idea that there existed ancient sciences that had a bearing on one's fortunes, health and happiness.

**Vaastu**

I have found out subsequently through my



Mr Ravi Patel, Mr Naren Patel and Dr Ravi Rao

**Kenya Cut Flower Industry**

Kenya's horticultural sector currently ranks as one of the economy's fastest growing industries, the third largest foreign exchange earner after tourism and tea. This has been reflected in virtually year on year expansion in fruit, vegetable and flower exports, a trend that saw the industry rise 31% in 2003 with total exports reaching 130 000 tonnes in 2003. Top on the list of fresh horticultural crops exported annually are cut flowers, French beans, runner beans, snow peas, Asian vegetables, pineapples, mangoes, tomatoes, paw paws and passion fruit.

The history of the export of fresh horticultural produce from Kenya dates back to the period before independence when Kenya, then a British colony, was required to contribute to the running of the budget for East Africa. After independence the industry continued to flourish with exports starting to go to Europe and thus opening up the potential for Kenya in the export market.

**Growth of the Flower Industry in Kenya**

The flower industry has maintained an average growth of 20% per annum. The year 2005 saw the industry move to a record high of 81,217 tonnes. In the last year's figure with the Roses accounting for 61,072 tonnes up from 45,668, Carnations 2603 tonnes up from 1,476 tonnes, Stalice 438 tonnes down from 563 tonnes, Alstromeria 949 tonnes, up from 767 tonnes and the others were 16,155 tonnes.

In the year 2006, the rose flower was the top Kenyan variety, leading in exports by 74% while Mixed bouquets was 10%, Alstromeria 5% Carnations 3%, Alstro 2% Stalice (3%) and Veronica (1% each) while other varieties account for the remaining 6 per cent.

The other Cut Flowers from Kenya include mixed bouquets, Arabicum, Delphinium, Eryngium, Gypsophila, Lisianthus, Ornithogalum, Veronica, Asiatic Hybrid lilies, Oriental lilies, Zantedeschia, Tuberose, Carthamus, Birds of paradise, Birds of Ireland, Helichonia, Molybdick, and Ferns. Also number of Ornamentals are propagated in Kenya and exported as cuttings abroad for pot production.

*Information provided by Embassy of the Republic Of Kenya , Japan*



## INTERNATIONAL FOOTPRINT

own personal experiences that Vaastu is very important for the business. In fact, I think it is as central to business as is capital, technical know-how, etc. In business there are no guarantees that you will succeed. In

Also, sometimes there may be differing views on the subject and this holds up the implementation or makes it a limp and half-hearted exercise. In our case there was no such problem, as my family believes in Vaastu and so does my business partner.

The cost of Vaastu implementation is a non-issue. You cannot put a price to ensuring your happiness, prosperity and well being. In any case, Vaastu costs are a small fraction of the overall project costing. Whilst implementing Vaastu we were not looking for overnight results.

We also knew that the results will come about and refrained from specific measurement of implementation vs result comparison. What must be remembered is that proper Vaastu will be followed by a general surge of well being and progress. You cannot and must not get to pin pointing what is responsible for each result.

I met Dr Rao nearly four years ago and confess that his Vaastu advice has ensured outstanding and sustained development and progress in my business. ■



Mr Ravi Patel & Mr Naren Patel

such a scenario, Vaastu is a businessman's true friend for it puts nature's power to work for you.

In our case we have put our faith entirely into Dr Rao and his Vaastu consultancy. He has re-engineered the workspace at our offices as well as put fresh life into our business identity with a Vaastu inspired logo and stationery layout.



Packaging & Dispatch

Prior to the commencement of the growing operations of the roses, we had ensured that Dr Rao had examined the plots. In fact, when we acquired new land for the business, we involved him from the very start, which is to say the plot selection process itself. This is very crucial. If the plot is Vaastu OK more than half of the battle is won.

I said earlier on that Vaastu awareness is growing. However, to truly follow Vaastu, one needs to do so with unflinching commitment of both the heart and the mind. It must become a part of your psyche; a part of your way of life.



Rose Farm