

NEWSLETTER Vaastuyogam

Connecting Vaastu to the 21st Century



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EDITORIAL



Welcome to the November 2011 issue of Vaastuyogam.

I have just returned from an eventful and exciting trip to the USA, where I had gone to attend the AFA (American Federation of Astrologers) 2011 conference held in Tempe, Arizona.

Readers will be surprised to learn that the awareness and seriousness in Americans for astrology is in many ways far ahead of ours. What is certain is that the quality of their research and publications on astrology are of an unimaginably high order.

The average non-academic intelligent citizen of the USA faces an increasingly competitive society with declining job security and now finds solace and hope

in the astrological sciences. There is anxiety and insecurity amongst the very well-to-do as well.

They have realized that the proverb, "A rising tide lifts all boats," is not true and this fact has lead them to look up to astrology to quell their fears for the future.

In the coming days and months, it will be the agenda of Vaastuyogam to bring western astrology closer to Indians and Indian astrology closer to the Americans.

Happy reading!

Dr. Ravi Rao ■

VAASTU TURNAROUND

"One should go for maximum Vaastu and not just pay lip service to it."

This month the Vaastuyogam team met Mr Amberish Dalal at his residence in Ahmedabad. Born and brought up in Mumbai, Mr Amberish Dalal completed his schooling from Campion School – one of Mumbai's prominent schools. He followed this with a two-year course in Graphic Reproduction Technology from the London College of Printing and a further one year study in Germany. Mr Amberish Dalal's education abroad was peppered with hands-on experience on the shop floor. It was these experiences that gave him a true insight into the ethos of European manufacturing processes.



Mr. Amberish of Albert Rose Chemicals India Pvt. Ltd.

Move to Ahmedabad from Mumbai

Even while we were staying in Mumbai, my father had business interests in, a family business run by him and my uncles in Ahmedabad, manufacturing copper cylinders used for Gravure printing on paper, plastic, PVC etc.

After I returned to India in 1975, I used to make periodic visits to Ahmedabad to visit our factory, but I must confess that those early days in Ahmedabad were certainly not the best days of my life. I had serious adjustment problems with the Ahmedabad way of life. I found it too rustic and out of sync with the life I had lead in Mumbai and abroad. However, there was no getting away from Ahmedabad as I had to join the family business here. Eventually, I made a few good





"One should go for maximum Vaastu and not just pay lip service to it." - Mr. Amberish Dalal



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friends in Ahmedabad and gradually Mumbai faded from my memories.

Within two years of my settling down in Ahmedabad, we started Albert Rose Chemicals India Pvt Ltd., a joint venture with the German company for manufacturing screen-printing chemicals. The Germans not only shared their technology but also subscribed to 40% of the equity capital of the company. In fact, Albert Rose Chemicals was the name of the parent company in Germany near Heidelberg.

Vaastu at the Factory

After shifting the factory premises from Rakhial to Naroda in 2001, I missed the feel-good factor of the business. Something was not right somewhere. I knew that though we were doing well, we could definitely do better. Unfortunately, brakes were being applied somewhere, slowing growth. It was not as if anyone was complaining. My German partners were happy and the same goes for my father, who was in Mumbai. However, I started hunting for a solution to put the business on the fast track and began wondering what I should do to set things on a smooth and prosperous drive. Friends came up with advice of all kinds but nothing seemed to click. Somebody mentioned Vaastu but to me Vaastu did not mean a thing. I was totally unaware about it. In fact I had never heard about it!

Around this time, a close friend pointed out Dr Rao to me. He spoke very highly of Dr Rao but cautioned that Dr Rao was a busy man; that he was very selective about his clients; that he had been known to turn down many a client without assigning a reason; that he was a man who gave everything in writing; that he never compromised on Vaastu, whatever it might cost him. With such a reputation preceding him I was apprehensive about whether or not Dr Rao would accept my assignment. My friend – who had already engaged Dr Rao professionally – encouraged me and convinced me finally, that there was nothing to lose in trying. Finally, a meeting was



Mr. Amberish Dalal at the Naroda plant

arranged after which Dr Rao consented to visit the factory.

I still remember very clearly the day he visited the factory. The thing that struck me about Dr Rao was his riveting personality, his no-nonsense approach and lastly, the fact that he was so dynamic and involved. After a brief introductory talk, he said, "Let's go."

Unlike many people who implement Vaastu because they are in truly dire straits, my own stand was that Vaastu was going to be a positive dose for my business. Even though my business was doing well, after implementing Vaastu I was sure that I will end up doing it better and have a smooth sailing too.

He started walking at a very brisk pace and I did all I could to match his steps. Instead of me leading the way, it was he who chose the route as well as the points he wanted to examine. In about 15-20 minutes he covered the whole factory. He checked everything; the compound walls, the toilets, our offices, the gates, raw-material and finished goods stores, etc.

After the round, we returned to my office and he gave me the initial report. What he said made my heart sink. Apparently, I had got quite a few things wrong and the factory would need a dose of demolition/re-construction.

Luckily, most of the Vaastu-re-engineering involved straightforward relocation of some departments and we implemented these changes on the spot. Yet, there was the balance of Dr Rao's instructions that were going to be an uphill task of sorts. What was bothering me was not just the protracted civil work that needed to be done – though that was a big bother too – but how I would justify this to my father, my vendors, my staff and my business partners. When I spoke to my father and the others about it, they were all very supportive. The overall view was that I was the boss and it was I who would have to take the call.

Why did I Implement Vaastu? What Were the Results?

What had happened was this: In the few minutes that he was with me, Dr Rao had turned me into a changed man. He



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immediately instilled in me an unshakable trust and confidence in both Vaastu and in him. Though, at that time I had no idea of Vaastu, regardless of some nagging misgivings, I went ahead and decided to do everything that Dr Rao had prescribed. What helped me decide the matter was the



Would I consult Dr Rao if I were to buy another house? The answer is a loud yes. And I'll tell you why. The reason is that once you have seen the change that Vaastu can bring in your life, you will never risk life without proper Vaastu.



Albert Rose Chemicals India Pvt. Ltd., Naroda, Ahmedabad

fact that many other fellow businessmen had implemented Vaastu under Dr Rao's consultation and all had had an unbelievable turnaround. In the end, I think what really happened was that I simply closed my eyes and put faith in Dr Rao's judgment.

Unlike many people who implement Vaastu because they are in truly dire straits, my own stand was that Vaastu was going to be a positive dose for my business. Even though my business was doing well, after implementing Vaastu I was sure that I will end up doing it better and have a smooth sailing too.

The big question; did I get the results? Yes. Gradually, but irreversibly the business moved into the comfort zone. The improvement happened and it happened as a result of a lot many things. But I believe that it was the Vaastu implementation that changed the whole game. By and large, with the grace of God and Vaastu we have had a strong, healthy business ever since. Very centrally, Vaastu uplifted my mindset. I was energized and started to get great ideas and all this really helped me.

Having implemented Vaastu at the factory and seen the results, my appetite for Vaastu increased. In a very determined move I saw

About, "Albert Rose Chemie GmbH" - Germany



Albert Rose Chemie GmbH, is over a hundred years old Germany company and is the international leader in the screen printing industry. It is the pioneer in manufacturing adhesives, lacquers and screen printing chemicals which cover water based emulsions and solvent based adhesives used for screen printing not only on textiles but also on paper, plastics, PVC, ceramics, printed circuit boards etc.

Screen Printing is the most versatile printing medium ever, much more than letter press and offset primarily because it is the only printing method. with which you can print on any substance. Apart from Germany, Albert Rose Chemie GmbH has plants in Houston and New York and of course, our plant in Ahmedabad, India



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to it that the apartment which we were moving into was as Vaastu perfect as could be possible, under the circumstances. I went the extra mile to make sure that we got the Vaastu right.

Conclusion

As someone who has faithfully implemented Vaastu, I have a bit of advice for your readers. Implementing Vaastu, especially in a multi-storied building can be somewhat stressful. The moral of the story is that one should get the Vaastu done right from the stage when the building is being planned and the land on which it is to be built is still vacant. Also, just as we did, one should go for maximum Vaastu and not just pay lip service to it.

Let me put to rest the argument that Vaastu comes in the way of aesthetics. On the contrary, whoever has come to our apartment has been astounded by the peace and positive vibes he/she experiences here.



Mr. & Mrs. Amberish Dalal

Would I consult Dr Rao if I were to buy another house? The answer is a loud yes. And I'll tell you why. The reason is that once

you have seen the change that Vaastu can bring in your life, you will never risk life without proper Vaastu. ■