

# NEWSLETTER Vaastuyogam

Connecting Vaastu to the 21<sup>st</sup> Century



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## EDITORIAL



Welcome to the December 2011 issue of Vaastuyogam. I – along with my whole Vaastuyogam team - take this opportunity to wish Merry Christmas to our readers in India, Africa, Australia, USA, United Kingdom, U.A.E, Singapore and other countries of the world.

The year gone by has seen the stupendous growth of Vaastu awareness both in India and abroad. What is heartening the keen interest shown by the younger generation in Vedic subjects. I am happy to inform that due to continuous requests from our readers we will be carrying in depth articles that throw light on our ancient heritage in our Vedic India series.

Unfortunately, the year gone by has also seen the intensification of many negative trends in the construction industry. The worst sufferers are the hapless buyers of homes with bad Vaastu. Within three years after occupying these homes, even before they can realize it, they have ruined their finances, lost their health and seriously jeopardized their careers. etc.

Another section affected adversely by the bad Vaastu of the building, is ironically, the builder himself. His bad Vaastu building does not sell, nor can he raise finances resulting in thousands of unfinished/unsold houses. The solution needs a sea change in the attitude of both the local governing bodies and builders but unfortunately they are not going to change

Merry Christmas and happy reading!

Dr. Ravi Rao ■

## VAASTU TURNAROUND

### Bhimavaram Businessman Doubles Turnover Within Six Months of Vaastu Changes

Born 1958, in a village near Bhimavaram town in Andhra Pradesh, Mr. Venkateswara Rao Toram was an agriculturist, growing rice on his ancestral lands. Now, however, he has shrunk his paddy sowing and shifted to fish farming. In 1994, he started the business of exporting prawns by initially starting a trading outfit that bought prawns from farmers and sold to exporters. In 1999, he set up Haripriya Marine Export Pvt Ltd, his export business.

We met Mr. Venkateswara Rao Toram at his Haripriya Marine Export facilities in Budharayudu Cheruvu, Konithiwada near Bhimavaram, Andhra Pradesh.



Mr. Venkateswara Rao of Haripriya Marine Exports

### Excerpts from the interview:-

When my business associate Mr. Ramana made a move to Rajamundry, he wanted to buy a house for himself. It was in this connection that he met with a local Vaastu consultant, a distant relative of Dr. Rao's. As chance would have it, Ramana spoke to his Vaastu consultant about the trouble I was experiencing at Haripriya Marine Exports.



## Bhimavaram Businessman Doubles Turnover Within Six Months of Vaastu Changes

### VAASTU TURNAROUND

The Vaastu consultant suggested Dr. Rao's name. He advised Ramana to consult Dr. Rao as his own experience was rather limited. He then spoke about Dr. Rao's impressive credentials and international exposure. Immediately, we decided to invite Dr. Rao to inspect our facilities.

Ours was a complex case because of two things. Firstly, we had already taken advice from more than one Vaastu consultant and implemented their guidelines without any results. Secondly, the plant was operational now and any changes in the building/plant and machinery would disrupt our delivery schedules. Nevertheless, I was determined to give Dr. Rao a try.

When Dr. Rao visited the plant, it took him less than 20 minutes to understand the whole situation. The following morning, he was ready with his blue print for the Vaastu corrections he envisaged.

The changes that Dr. Rao suggested made sound business sense. His vision was rooted in modern and internationally accepted best business practices. In fact, his Vaastu was unorthodox and innovative. The single change that really made a difference was the shifting of my office. An expert Vaastu consultant had advised the shift years ago, but I had ignored the advice. However when Dr. Rao explained the

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Finished goods

matter to me in his style, I saw the wisdom and abandoned my old office for good and built these new premises. In fact, I never questioned Dr. Rao's solutions but followed them diligently and entirely. Dr. Rao visited my home, too, but over there everything was perfect Vaastu.

Dr. Rao paid tremendous attention to the new administrative block that was built on his insistence. Apart from the layout of the seating arrangements, he also paid great attention to the minute details of my chamber, especially the pictures we hung on the walls and also the color scheme of the walls and furniture.

After we implemented the Vaastu changes, everyone was very happy and by everyone, I mean our factory and administration staff, my bankers and also my sundry suppliers and contractors.

The expense involved in the Vaastu implementation was not a big concern. The real concern was that we were in a tight situation and I was willing to do anything to get out of the bind I was in. What is important for me is that after Dr. Rao's Vaastu, my objective was attained. Within a couple of months of the Vaastu implementation, business picked up like I

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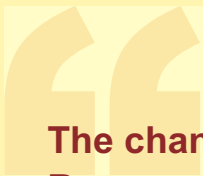


## VAASTU TURNAROUND

had never imagined. My turnover has doubled and all the small day-to-day hassles are diminishing by the day. I am now full of plans for major expansion. Dr. Rao's Vaastu has doubled up as my expansion program.

I must admit, though, that we were passing through a very lean phase and I had to muster up all my grit and determination to do all that Dr. Rao said he needed done. Apart from the new administrative block, the other changes necessitated closing down the plant for a full two months. This aggravated my already poor cash flow situation. Luckily, our relationship with the suppliers wasn't strained because of the poor shrimp harvest that season and the suppliers themselves were not in a position to meet their promised targets.

I want to add that Dr. Rao's changes made good business sense; that it was good Vaastu I shall not deny but what really appealed to me was that his changes aligned my packing and storage facilities with the best modern standards. What can be termed as strictly Vaastu change was the construction of this new administration block and my chamber in it. So, I value him as a business consultant as much as a Vaastu consultant. That is the reason why I look forward to his visits and have wholeheartedly implemented all his suggestions. ■



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## HARIPRIYA MARINE EXPORT PVT LTD, BHIMAVARAM, ANDHRA PRADESH



Company's private fleet of vehicles for collecting the prawns

Aquaculture has come a long way in India. India is likely to become the world's prime source of cultivated and ocean-procured shrimp by the next millennium. Although one million hectares of land is suitable for shrimp farming, India now uses only twelve percent of the area. Yet, it is already the third largest shrimp producer in the world.

The HARIPRIYA MARINE EXPORT PVT LTD facilities are located near Bhimavaram town in West Godavari District in the coastal area of Andhra Pradesh. Bhimavaram region has been recognized as a major source for the culture of Black Tiger Prawn. The main source of prawn procurement is from the Aqua culture farms located in and around Bhimavaram. Black Tiger Prawn is cultivated in about 1,00,000 hectares in Andhra Pradesh.

The ultra-modern processing plant has been built taking into account the latest European Union and US FDA specifications. Shrimp is taken directly from the aqua farms to the factory in company-owned insulated trucks. All the pre-processing activities, including washing, inspection, peeling and grading are conducted in-house.

The company products are exported to USA, EU, Australia, Japan, Canada and South East Asia.



Haripriya Marine Export Pvt Ltd facilities near Bhimavaram town