

NEWSLETTER Vaastuyogam

Connecting Vaastu to the 21st Century



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CONTENTS



- **Vaastu Turnaround**
HARIPRIYA MARINE EXPORTS

2



- **Vaastu and Homes**
Mrs. Mrs. Ruchi Harsh AjitSaria

4



- **Corporate Logos**
Green Color

6



- **Architects Voice**
Mr. Rathin Goghari

8

VOICES 2011

- **A summary round-up of the voices we reported in 2011**

12

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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.

continued on page 2 ►



Bhimavaram Businessman Doubles Turnover Within Six Months of Vaastu Changes

◀ continued from page 1



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

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.



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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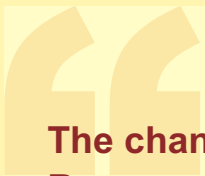
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**VAASTU TURNAROUND**

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. ■



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.

**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



Vaastu and Homes Mrs. Ruchi Harsh AjitSaria



VAASTU AND HOMES

This month, the Vaastuyogam team met with Mrs. Ruchi Harsh AjitSaria at her office in Ahmedabad.

Mrs. AjitSaria was born and brought up in Kolkata where she attended La Martinere School for Girls in Kolkatta, undeniably the top of all leading schools of India. Her family had business interests in cotton spinning and Mrs. AjitSaria was always made aware by her parents of her responsibility of taking over the reigns of the family business. After marrying Harsh AjitSaria of Rameshwar Udyog Pvt. Limited., she settled in Ahmedabad where she has full-time marketing responsibility of her father's company, Zenith Spinners. Mrs. AjitSaria has an eight year-old son, Yash.

After meeting Dr. Rao in 2004 and adhering strictly to his guidelines, Mrs. Ruchi Harsh AjitSaria and her family are now full-fledged Vaastu believers.



Mrs. Ruchi Harsh AjitSaria

Excerpts from the interview:-

We met Dr. Rao around seven years ago. We were on the look out for a new house for ourselves and had finalized one at Royal Crescent Bungalows. The houses were truly magnificent and imposing, yet homely and with unassuming interiors. Even though everything seemed perfect – on the surface at least – we decided to get it checked by a Vaastu consultant.

The interesting part here was that though my inlaws were aware of Vaastu the family had never implemented Vaastu nor taken



Mrs. Ruchi Harsh AjitSaria with her husband

any Vaastu consultant seriously. Yet Vaastu seemed to be the right thing to be done. Everyone we knew was into it. We came from a traditional background and as such

respected the ancient Hindu texts, even though we were not familiar with them in a big way.

We did not have to look far for a Vaastu consultant, as a business acquaintance of my husband's introduced us to Dr. Rao as "the best in the business". Even seven years ago, he was a name to reckon with.

When Dr. Rao inspected the premises, he came up with a short, but stiff list of changes that needed to be done. Though the list seemed small, it practically altered the landscaping of the house. There was more. We had not yet moved into the place, so the changes were painless. However, I must admit that had I been staying there, perhaps there would have been resistance at that time.

What happened after all the Vaastu re-engineering?

The answer is not as simple as the question because when one goes for Vaastu, it is because, firstly, it most likely prevents calamities from visiting you. Thus, the first result of Vaastu re-engineering – as I see it – was that nothing untoward has come our way.

Now to come to what happened after the Vaastu implementation

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◀ continued from page 4

**VAASTU AND HOMES****What makes Vaastu work?**

That is a question which perhaps Dr. Rao can best answer. My own feeling is that Vaastu creates an environment of positive vibes that empower peoples will and intellect. And once your will and intellect are strengthened, there is no stopping you.

Firstly, overall there was general improvement of health and peace of mind

Secondly – and importantly – Harsh and I fell in love with our home. We look forward to returning to it. Our happiest time is spent here. On holidays, when others rush to “vacation spots”, we prefer to stay back at home. I read in a back issue of Vaastuyogam that, “First we build the homes and then the homes build us.” This sentence truly describes our experience with our home after the Vaastu implementation.

Earlier, when commenting on the changes that Dr. Rao made to our home, I emphasized that *at that time* I would have resisted the alterations that Dr Rao spelt out. But that was then, because back then, we had no idea what bad Vaastu could do. Today, if Dr. Rao were to ask for changes at the factory, office or home, we would not hesitate a moment. Voluntarily, we would get Dr. Rao to re-check and would insist that he tell us all the changes he wanted done. We would not leave a stone unturned in complying with Dr.Rao's instructions.

I'll let you into my little secret. If sometimes,
continued on page 11 ▶

LA MARTINIERE FOR GIRLS

Established in 1836, La Martiniere For Girls, Kolkata, is deemed to be one of the most prestigious and premier institutions of the country. Not only it is known for its academic excellence, but is also reputed for the innumerable extra-curricular activities it encourages. Immense importance is given to the all-round development of the students, and they are encouraged to become sensitive, responsible individuals, who can contribute to society. Every Martinian strives to reach great heights in her own way The Alumni is spread all over the globe and owe their success to their beloved school..

**NOTABLE ALUMNI FROM LA MARTINIERE SCHOOLS BOTH FOR GIRLS & BOYS**

- ▶ Nafisa Ali, swimming: national champion; actress and former Miss India, politician
- ▶ Leander Paes ('92 batch), tennis: India's only medallist at the 1996 Summer Olympics in Atlanta, captain of the Indian Davis Cup team.
- ▶ Sunanda K. Datta-Ray ('54 batch), author, journalist and former editor of The Statesman
- ▶ Jug Suraiya ('62 batch), humourist and journalist
- ▶ Pritish Nandy, poet, journalist and film producer, former editor of The Illustrated Weekly of India, and former MP in the Rajya Sabha.
- ▶ Swapan Dasgupta ('72 batch), journalist and political commentator; former Managing Editor, India Today.
- ▶ Chandan Mitra (Gold Medallist '71), Member of Parliament and journalist; author of "Constant Glory", an authorized history of La Martiniere.
- ▶ Pranroy Roy, founder and Editor-in-Chief, NDTV. (till Class V; he transferred thereafter to Doon School, Dehra Dun)
- ▶ Sanjoy Narayan, Editor, Hindustan Times and former Editor, Business Today
- ▶ Dr. Vijay Mallya , ('72 batch) Chairman of the United Breweries (UB) Group and Rajya Sabha member
- ▶ C K Birla, industrialist
- ▶ Kiran Rao ('85 batch) Wife of Aamir Khan. Film producer ("Dhobi Ghat")





CORPORATE LOGOS GREEN COLOR



CORPORATE LOGOS

This article makes an attempt at understanding the significance of the color Green and its use in corporate logos.

Green is primarily associated with nature and the environment. When we talk about “green technologies”, we mean scientific advances that are renewable or environmentally friendly. Green also represents positive values like growth, newness, freshness, fertility, healing, and safety.

On the other hand, green also represents a few negative ideas like jealousy (you've heard the term “green with envy”), illness, and inexperience (think “greenhorn”).

Green is a very calming color. It symbolizes nature, growth, hope and renewal.

Green goes well with anything associated with the green movement.

Most green logos deal with freshness and recycling.

continued on page 7 ►



Large companies known for their use of green in their logos and trade dress include H&R Block, Animal Planet, Starbucks, Acer, X-Box 360. Be that as it seems that in the world of massive corporations, green is not as popular as red or blue.

GREEN COLOR CORPORATE LOGOS



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Alitalia





◀ continued from page 6



CORPORATE LOGOS

If one is trying to project a calming, earth-friendly image, the use of green color in the logo is a great choice.

Green is often used in decorating for its calming effect. For example, guests waiting to appear on television programs often wait in a “green room” to relax.

Green has become the symbolic color of environmentalism, chosen for its association with nature, health, and growth.

In the United States, green has a very close association with money (because of the color of the U.S.\$ — “greenbacks”), so green is often used to represent financial companies and Wall Street. On the other hand, in the Middle-East and South Asia, green has a strong association with Islam.

Because of its association with nature, we often see green used in landscaping and real estate company logos. It is also a natural for golf courses, natural foods, and

continued on page 11 ▶



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Another green logo that you are undoubtedly familiar with is the recycling logo found on plastic bottles and aluminum cans.

AMUL - GREEN AS A GAME CHANGER



Amul, The Taste of India, Dabur and the State Bank of India ATM logo are three examples of adding Green to the existing colour scheme of the logo as a game changer in corporate symbols.

AMUL - THE TASTE OF INDIA

Given below is a brief background that propelled the Amul, The Taste of India corporate logo campaign:

In 1994, Shri Kanon Krishna of Advertising and Sales Promotion (ASP) Advertising Agency, Mumbai asked the Federation Officer, “Why should Amul hire us when there are 525 other advertising agencies around in India?” “It is,” he replied to his own question, “because we go the extra mile.”

He went on to explain that in search of a corporate slogan and logo for Amul, he had to bring in “taste” and the “diverse” nature of our country. To catch a glimpse of this or a slice of India as it were, he would go to Matunga in Mumbai on Sundays, which had people from many states.

The need for a new corporate Amul logo was being increasingly felt because the Federation dairies began making increasingly different dairy products. And the polka dot dressed cute girl after all covered only Amul Butter, even though at that time, Butter was the flagship product, and in many ways still is.

The Taste of India – these four words are more than what the common man may think of them as – a mere slogan. Advertising people call this corporate positioning. But, jargon apart, these four words lend meaning to Amul's never ending crusade. They reinforce Amul's commitment to taking quality food products right down to the rural man - products that the common man would not have been able to afford otherwise.

(Based on newspaper reports)

DR. RAO SPEAK



Green represents - North, Mercury and Commerce. But it does not represent Profit. It represents Investments, Mutual funds, Stock Markets, speculative trading. It is suitable for Institutions dealing in venture capital / indirect finance. It is also a colour of duality and delay. It does not give success immediately. It has a tendency of sensitivity of changing business multiple times. It cannot be depend for aggressive business. It goes well when times are good. When time is bad it is the first one to exit. It is not popular as RED and BLUE. It does not go well with any other colour except with its own shades; and with white it will not work effective.



“Architecture is balance of art and engineering”

- RATHIN GOGHARI



ARCHITECT'S VOICE



Mr. Rathin Goghari

Mr. Rathin Goghari teaches design at CEPT University, Ahmedabad as visiting faculty since 2000 in the School of Architecture and School of Interior Design.

Born in Mumbai in 1960, Mr. Rathin Goghari did his Bachelors of Science (Physics) St.Xaviers College, Ahmedabad. He followed it up with Graduate Studies In Architecture, School Of Architecture, Centre for Environmental Planning And Technology, Ahmedabad.

After graduating from the School of Architecture, he joined as Projects-In-Charge at Stien Doshi and Bhalla where he worked for three years. Thereafter, he established his firm, RATHIN GOGHARI

Amongst his early experience at Stien Doshi And Bhalla are projects like

National Institute Of Fashion Technology, New Delhi.
Bharat Diamond Bourse, Office Complex At Bandra Kurla Complex, Bombay.

Some early works in his individual capacity include, P.K.Kathiawala Vidhyasankul, Surat., Ahmedabad International School, Ahmedabad, Holiday home for Mr. Ayaz memon.

Work in progress IFCI Bhavan, C G Road Ahmedabad.



Ahmedabad International School

ARCHITECTS in Ahmedabad in the year 1990. He undertakes design projects related to Institutional Buildings, Corporate offices, Industrial Buildings & Residential Buildings.

Mr. Goghari divides time between his home in Mumbai, his daughter's tennis coaching in Spain, his son's higher studies in Rhode Island, USA and his work at Ahmedabad.

We met Mr Rathin Goghari at his Ahmedabad office.

Excerpts from the interview:-

Early Years

My childhood was spent in an environment that looked down upon anything to do with art or creativity. My father – who was a company secretary – firmly believed that practicing anything to do with drawing or any other art was a sure fire road to poverty and aimlessness. A few years after my move to Ahmedabad, I happened to visit the CEPT premises because of a garba program. This was followed by more trips and before I knew it, I was enamored with the environment and the work that was being done there.

Thesis

My thesis took longer than usual. The thesis

“
Architecture is
balance of art and
engineering. A true
and genuine tight
rope walk wherein
the architect is
forever working at
balance between the
right priority and
relevant
constraints..”

was on ancient Indian palace complexes. In the course of writing this thesis I traveled a lot. The thesis was finally published as a book by the college. This along with the internship during the next few years taught me more things about Architecture, especially what I shouldn't be doing rather than what I should be doing. Also, during this phase, I nurtured a stubborn lack of self-



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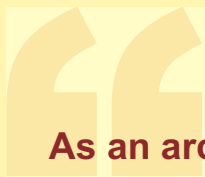


ARCHITECT'S VOICE

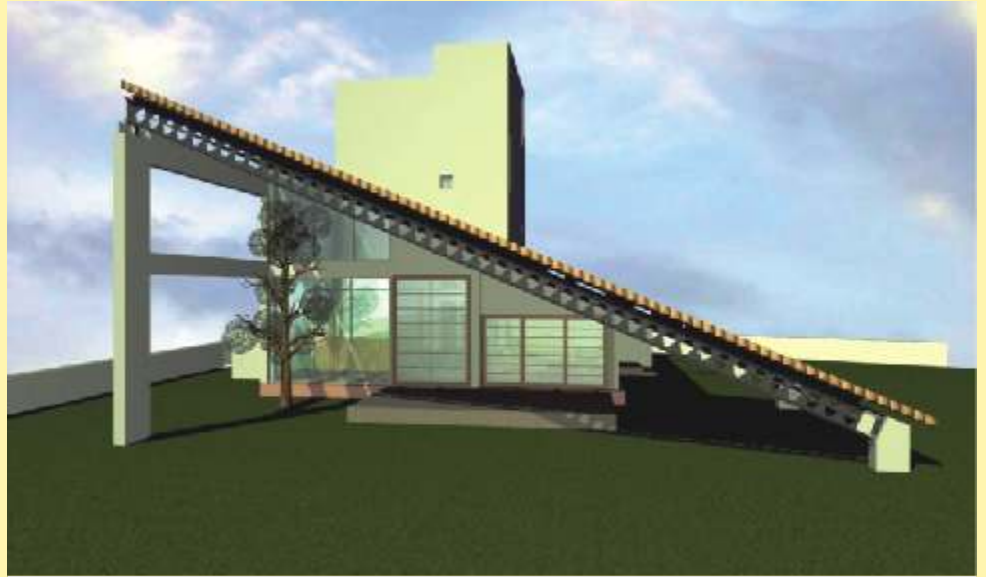
esteem, which I still carry. In retrospect, I can say that this period was the watershed of my life and career.

Architecture

Architects are of two types. The commercially oriented and the not commercially oriented and by this, I am pointing to the obvious trend where



As an architect, one is working with all kinds of consultants and the Vaastu consultant is one more. Yet, the situation is slightly more complex, The Vaastu consultant has been provided with a license by the client to tinker and alter design. No other consultant has that kind of power.



Residence for Mr. Jatin Shah, Lonavala

architects pocket commissions, incentives and the like They also work hand in glove with politicians, builders, suppliers to grab projects and in covert violation of architectural bye-laws and tenets. Commerce definitely is a reality of life; how much importance one gives to it is a matter of personal choice.

Generally speaking there is less money in Architecture. One has to trade between commerce and socially responsible creative work. My stand on design is that social responsibility and creative relevance are sacrosanct and should not be contaminated with other – mostly hanky panky considerations.

Architecture is balance of art and engineering. A true and genuine tight rope

walk wherein the architect is forever working at balance between the right priority and relevant constraints..

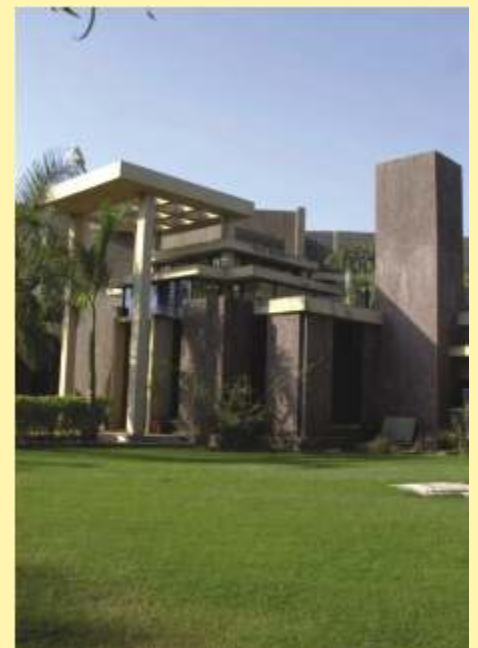
Architecture is the mother of all arts. One has to master innumerable things before one can even begin designing built spaces. It is a synthesis of many trades and crafts. It evolves out of a mind boggling concoction of functional necessity and sensory preference.

To arrive at a design solution is the final output of the architect and for this, he has only himself to fall back on. What you are,

continued on page 10 ▶▶



P.K.Kathiwala Vidhyasankul, Surat.



Industrial Building at Gandhinagar



◀ continued from page 9



ARCHITECT'S VOICE

and how you got there is your personal story, absolutely irrelevant to the final product. Corbusier – one among the better architects who have worked in Ahmedabad – was not a trained architect; never went to any architect's school. And yet have the world famous examples of his work. In the Mill- Owner's Association , Sanskar Kendra in Ahmedabad and the city of Chandigarh

Vaastu

While building his office, factory or home, every client has Vaastu on his mind. Some follow it fanatically, others can live with basic Vaastu planning. What I have experienced is that the client himself has little or no knowledge of Vaastu but will absolutely insist on top level understanding of the subject from the architect or – in most cases – by the Vaastu consultant. Because the client himself has little knowledge of the subject, he tends to be a blind follower.

As an architect, one is working with all kinds of consultants and the Vaastu consultant is one more. Yet, the situation is slightly more complex, The Vaastu consultant has been provided with a license by the client to tinker and alter design. No other consultant has that kind of power.

I am neither threatened by Vaastu nor am I into any position of antagonism with it. I have just one rule, however. I have made peace with Vaastu but I insist that whatever the Vaastu inputs are, they should be given before we start the design. I am totally submissive to all instruction, because I see

Let me emphasize that the kernel of Vaastu is good science and the fact that our ancestors devised it centuries ago, is a matter of pride. My point is that we must move ahead now.

PADHMANABHAM PALACE



Padhmanabham Palace

The Padhmanabham Palace is an excellent example of a perfect Vaastu building,:

Built over four hundred years ago on the traditional technology principles prevalent then.

The Padhmanabham palace has followed traditional technologies faithfully, in the use of building materials, placement of doors and windows; the placement of the main entry and the placement of the armory; the placement of guest rooms etc.

The entire design is unapologetically reverential to Vaastu and traditional building technology of the time. I have studied it and have nothing but amazement and respect for it.

it as a part of my brief which I am to follow. However, once we have designed the building, I have never budged. I refused to be ambushed mid way through the design process. I tell the client he can always break down whatever it is that is troubling him at a later stage, after my exit. Let me tell you that I have still not lost a single client. I have seen that eventually, if the architect sticks to his convictions, even the Vaastu consultant finds a substitute solution, because even he is not looking out for a quarrel. In Vaastu, there is always a substitute solution or some counter strategy that can be put in place.

I call Vaastu Traditional Planning Diagrams. When it must have been conceived, it must have been an enduringly marvelous design solution that was implemented on a mass scale. Having said that, I believe that new social and functional needs have arisen and these are conveniently served by better solutions are available through the advances made by technology. To put it in a nut shell, the architectural relevance of

Vaastu is questionable because somebody put a big full stop on Vaastu evolution more than a thousand years ago. So, while times have changed Vaastu has not.

This brings us to a very important question. Why is it that Vaastu is still sought after? If it was irrelevant as my earlier argument suggested then it should have been rejected, but of course that is not the case. The answer to that question is the fear factor that has taken firm root in the client's mind. The client's fear of his future drives him to the solace that Vaastu provides. So the mood is like this; *"What harm will it do if we follow Vaastu. And if it works, then it's a big bonus. It's a win-win solution"* There are a lot of stories about the magical powers of Vaastu, but I prefer to take them in my stride and move on with the work.

Having said that, let me emphasize that the kernel of Vaastu is good science and the fact that our ancestors devised it centuries ago, is a matter of pride. My point is that we must move ahead now. ■



◀ continued from page 7

CORPORATE LOGOS

nature or travel companies.

Like blue, green is closely associated with nature and growth. The term forty shades of green is certainly appropriate and when you think about the names of the many green hues, you can see why: sea green, emerald, grass green, apple, forest, leaf, sage, olive, pea green, fir and moss green are but a few.

Green has many good connotations: getting the green light, moving to greener pastures, earning some greenbacks. Likewise, green has its dark or unattractive meanings: the green-eyed monster, feeling green around the gills and simply being green, i.e. inexperienced.

Large companies known for their use of green in their logos and trade dress include H&R Block, Animal Planet, Starbucks, Acer, X-Box 360. Be that as it may, in the world of massive corporations, green is not as popular as red or blue. ■

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VAASTU AND HOMES

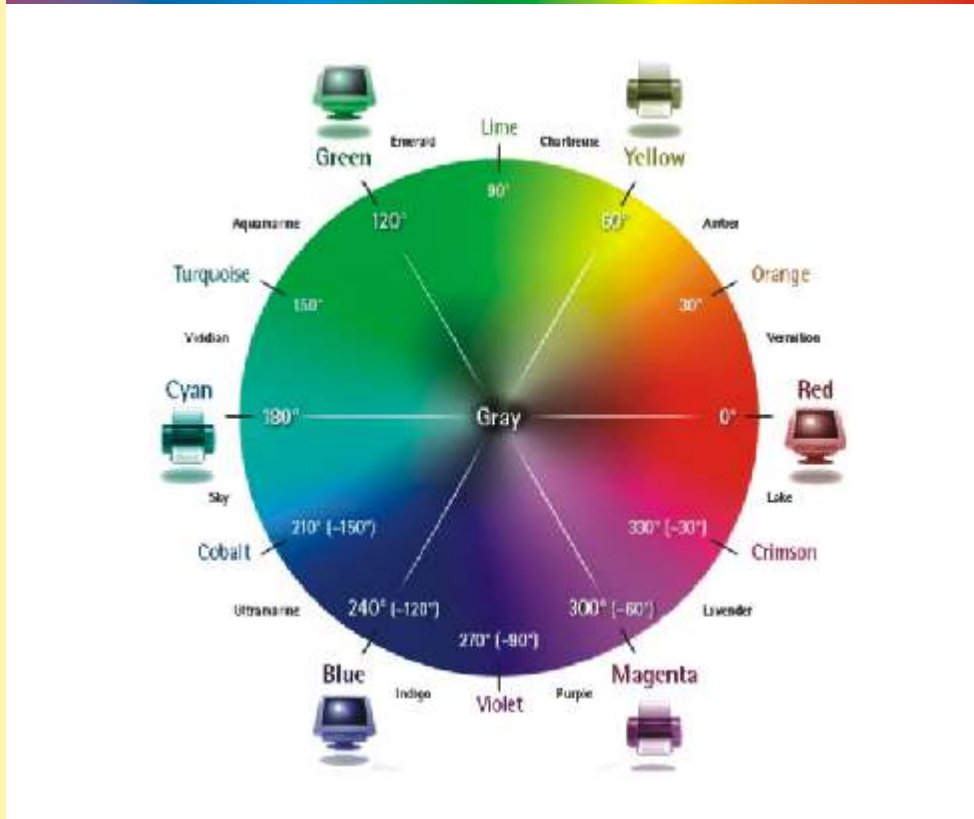
the servants leave us and go away, or if the cook doesn't show up regularly, I ask Harsh to contact Dr Rao to re-check if any Vaastu blunder has been committed!

What makes Vaastu work?

That is a question which perhaps Dr. Rao can best answer. My own feeling is that Vaastu creates an environment of positive vibes that empower peoples will and intellect. And once your will and intellect are strengthened, there is no stopping you. This is in fact what the German philosophers

I read in a back issue of Vaastuyogam that, "First we build the homes and then the homes build us." This sentence truly describes our experience with our home

THE VISIBLE COLOR SPECTRUM



Mrs. Ruchi Harsh AjitSaria with family

have also opined. The German philosopher Schopenhauer's philosophy holds that all nature, including man, is the expression of an insatiable will. That the world that we perceive is a "presentation" of objects in the theatre of our own mind. He also states in his introduction to his book, "The World as Will and Idea" that the reader will be at his best prepared to understand his theories if he lingered in the school of Plato or he is already familiar with Indian Philosophy.

Conclusion

Dr. Rao not only advised us on Vaastu but encouraged us at every stage of the Vaastu implementation to extend our interest in

Vaastu and Astrology within the framework of scientific temperament. No length or eloquence will make be a sufficient acknowledgement of the lessons I have learned over the past several years from Dr Rao.. In an age when all "knowledge" is laden with power, interest, strategies of control and domination, Dr.Rao has been a fountain of unbiased advice and knowledge that is given freely and bountifully. No one can ask for more.

The larger impact of Dr. Rao and his Vaastu was felt by us in our manufacturing facilities wherein his prowess extricated us from many a tricky twist of fate; but that is a long story and I'll save it for another day. ■



VOICES 2011

A summary round-up of the voices we reported in 2011



Mr. Navin Dani, of G.V.Palstic International,
(Durban-South Africa)

Irrespective of the level of maturity and sophistication one has, one cannot measure up to the full level of Vaastu compliance without taking consultation from a good Vaastushastri. In my own case too, there were Vaastu blunders I had committed and these prevented full and optimal results from happening. Under Dr Rao's consultation, I am now in the process of undoing these blunders



Mr. Chandubhai Malde
Kenya

Vaastu implementation is the most crucial part of the whole Vaastu process. I have noted that some people who take Vaastu consultation and happily pay the fees, do not implement all the Vaastu advice given by Dr. Rao. The conclusion is poor results, for which the parties do not blame themselves but blame Vaastu. This is not Correct.



Mr Anoop Rao
Architect, Ahmedabad

The interiors are an extension of architecture. An interior designer should be sensitive to the building the architectural envelope within which he must give his design solution. Unfortunately, many people think interior design refers to an applique. That interior design is about merely applying paint and sourcing furniture.



Mrs Urvashi Jagadeesan with family, Ahmedabad

I think business people and professionals are more into Vaastu than government servants, and one important reason for this is that the government won't allow changes in its buildings - especially in the name of Vaastu.



Mrs Komal Rao with Family, Ahmedabad

Vaastu is a powerful enabler. A Vaastu perfect house is a sure-fire formula for a life full of good health and smooth success. Right from the very beginning, even when we were staying in a rented flat and Ravi was working out of a small room within that flat, we have lead a contented and complete life. I think the good Vaastu of our homes has played the most crucial role in this.



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Mrs. Charu Agrawal with her children **Ishaan** and **Aashima**
Ahmedabad

I think that opposing Vaastu is akin to sailing against the winds and following Vaastu is to have the winds on your side. When the aeroplane flies against the wind it expends double the fuel and yet achieves poor speed.



Team Om Suntronics, Vadodara

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.



Mr. Harshad Prajapati
Architect, Ahmedabad

No one wants entrances facing south. What does one do? It would be impossible to accommodate everyone. Yet, I have worked creative solutions to eliminate south entry for flats. I have achieved this by shifting locations of the lifts and sometimes, even the staircases.



Mr. Rajiv Kadam
Architect, teaching at CEPT
Ahmedabad

Vaastu remains an area of silent neglect largely because nearly all players concerned are ignorant of the subject. Architecture, design and planning as taught and practiced in India have all developed from Western theories. Though India has a rich tradition and history of science and philosophy that was actually practiced, it has never been part of the modern curriculum and that is where we are suffering.



Mr Mayur Shah
Kenya

But what happens when things go out of hands, as they did in our case. At such times, with all humility we should check whether by intention or otherwise we have made some Vaastu blunders. If the Vaastu blunders we have made are pointed out to us we should rectify them immediately without hesitation or worries about the cost. we as businessmen understand business and can face the challenges that it throws up every now and then.



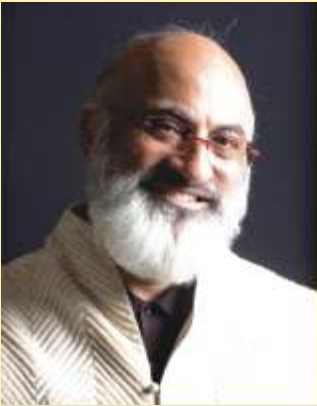
Mr. Ravi Patel
of Subati Flowers, Kenya

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.



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Mr. Karan Grover
Architect, Vadodara

Harsh as it may sound, I am truly ashamed of most of the architects. I am ashamed because they take shortcuts. They abuse the land, disregard climate, have lost contact with people and are building buildings to boost their egos and squander finite resources. All this happens because they are no more sensitive and have lost the sense of the sacred. They now have a situation where people from outside the profession are coming in to correct their buildings and I am, here, not just referring to the Vaastu consultants alone.



Mr. Ashish Sompura
Architect, Ahmedabad

However Vaastu is less a matter of a architectural discussion / debate and more a matter of purposeful action / implementation.



Dr Mrs Reema Raval with Family, Ahmedabad

After meeting Dr Rao my views on Vaastu have changed. Vaastu for me is the harbinger of comfort and security. It works magic, but is itself rooted in science. Implementing Vaastu definitely has brought peace and growth to us.



Mr. Sumesh Modi
Architect, Surat

My understanding of Vaastu is that it is thoroughly site specific. Moreover, it is absolutely secular and has nothing to do with gods and mythology. It is a deeply thought out science that has been presented to the people in a very oversimplified manner



Mr. Gurjit Singh Matharoo
Architect, teaching at CEPT
Ahmedabad

The architect must learn to hold his own and not give away or otherwise it will be the case of the patient dictating to the doctor what medicines he will take and how his treatment should go. Over a time a patient goes to the doctor that suits him and a client goes to the architect that suits him.

Though the usual practice is to get in touch with a Vaastu consultant when one is under stress we consulted Dr Rao as matter of prudence, even though our businesses were doing fine. Having said that, let me add that in business there are several pockets and some may do very well but there may be others that could do better and yet others that are doing real bad. This is not uncommon, especially if you have multiple businesses as we do.



Mr Moti Bhojwani
of Shankar's
Emporium (PTE),
Singapore



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Mrs Shilpa Jhaveri with her husband and daughter
Ahmedabad.

We have reached a point now where we have submitted ourselves totally to Dr Rao and won't shift even a chair's position without asking him leave alone buy a plot or any property.



Mr Vijay Sharma and Mrs Preeti Sharma
Ahmedabad

There can be no two opinions on the efficacy of Vaastu. Our shastras stand tall in their wisdom. It is we, who are of the Kalyug age and are therefore unable to grasp the full import of shastras.



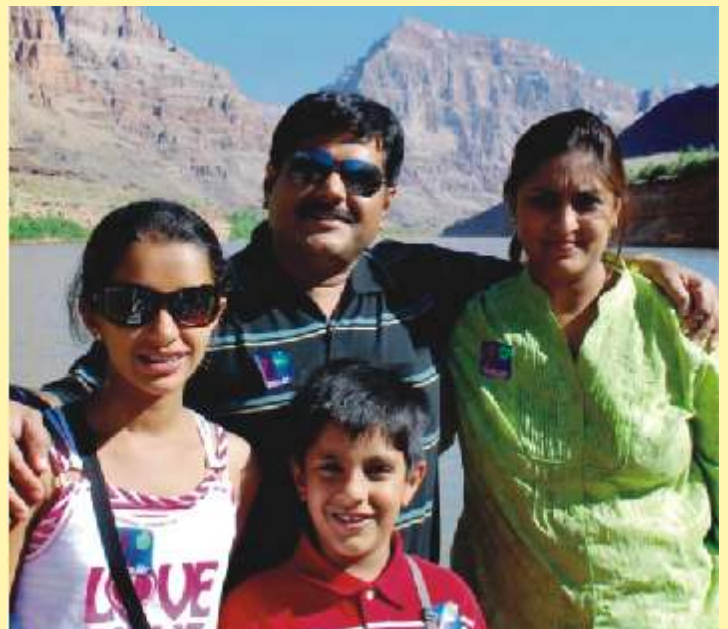
Mr. Rajesh Shah
of King Plastic Ind. Ltd.
Kenya

With just one look at the plot he told me that I should pay whatever price the seller demanded but buy the plot. When I asked him why, he replied that whoever owns this plot will be the leader in his field. How right Dr Rao was. The plot belonged to the number one of the plastics industry in Kenya. He still holds the plot. He still is the number one in plastics in Kenya. It was this incident that cemented my faith in Dr Ravi Rao

But the truth is that Vaastu is a powerful science and it really works. It doesn't matter if you cannot achieve 100% Vaastu, you can start off with 30-40 per cent and then gradually move up the ladder. There are other things, too, that will chip in as you move ahead. Your hard work, the grace of your parents, the benediction of your gurus, all matter in life. When everything – Vaastu included – is put together you see the results in your life.



Mr Vinod Vaswani
Polyfilm Packaging Nigeria Ltd.
Nigeria



Dr Mrs Riddhi Shukla with Family, Ahmedabad

For me and for Ketan the perfect Vaastu of our place is as important as the place itself. because we know that having a proper Vaastu house is pivotal to a happy life.



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Mr. Sapan Jhaveri
Corporate Identity Specialist
Ahmedabad

The business of the logo is to stand out as an embodiment of the company's philosophy and outlook rather than talk about the product portfolio. In their hurry to explain the company business through the logo, many designers bungle seriously.



Mr. Ashit Shah
of Antarc Office Systems Ltd.
Kenya

What is Vaastu? Vaastu is many things to many people. For me Vaastu is putting complete faith in Dr Rao and his interpretation of the balance that needs to be brought in for achieving harmony and proportion. I have not worried too much about Vaastu theory; I prefer paying attention to my business and leave the Vaastu to Dr Rao.



Mr. Ravikanth Gundu
Architect, Hyderabad

It is often said about Hyderabad that if someone falls sick, he first calls his Vaastu consultant and only after that will he call his doctor. Here, in Hyderabad, absolutely everyone insists on 100% perfect Vaastu home. They will sacrifice anything related to convenience and aesthetics to get a Vaastu perfect home and are willing to go to any extent of cost to achieve this goal.



Mr. Jagrut Patel
Architect, Ahmedabad

If my client wants a Vaastu design, I must not only give it to him, but do so with all conviction and make sure that I obey all the Vaastu rules in every aspect of the construction, be it related to the stairs, the number of doors, or even the colours of the walls and tapestry.



Mrs. Amita Dalal, Ahmedabad

To accomplish the changes that he wanted meant surrendering quite a few of the design objectives of the builder. This brings us to a very moot question; How far is one willing to go to achieve Vaastu compliance? How many sacrifices is one willing to make? My answer to the question is that you have to be absolutely adamant about the Vaastu implementation if you want to achieve Vaastu perfection.



Mr. Amberish Dalal
of A.R.C.I Pvt. Limited.
Ahmedabad

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.

Logo design is a very nuanced and specialized job that requires a proficiency that arises out of constantly exploring the multi dimensionality of design on the one hand and inculcating insight into local cultures and sensibilities on the other.



Mr. Khantil Mehta
of INIT & Gobananas
Ahmedabad