



“Whatever Dr. Rao has vouched for he has delivered”

- Mr. Shiv Kumar

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Born in Rajamundry (Andhra Pradesh) Shiv Kumar had basic education from Vishakapatnam and later on, his engineering from Manipal, Karnataka . He went on to do his masters in computer science in 1993 from the U.S.A. and returned to Vishakapatnam in 1994. After a few years in the sea food business , Shiv finally started his software business, Maple Software in 1999. We met Mr Shiv when he visited our Vaastuyogam office last month. Excerpts from the interview:-

On the name Maple Software

Since our clients are from overseas I felt that an Indian name would be difficult for them to understand or even pronounce, so I wanted a



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name they could remember and associate with easily. Also whilst I was in the U.S.A I had fallen in love with the maple leaves because the maple leaves belong to a family of trees that live for very long. Another

big way and so we decided to shift to some other area of operations. That's when we moved to the Business Process Outsourcing (BPO) business. Medical Transcription was gaining ground and so we went into that. We trained our own people and also outsourced work. At that time I had taken an office in VUDA building in Vishakapatnam. For two years we worked on this business, without making serious headway. We recovered costs but made little money.

Thereafter we kept meeting as friends, From 2002, I began consulting him. There were issues with my father's health and his business partnership. Dr. Rao first inspected my house and suggested changes in a few places. Though these changes were difficult, he insisted that I carry them out. I did them all because by then we were really at our wits end. We had tried everything possible, but to no avail. Dr. Rao was my friend and so I went ahead in blind faith. Immediately after we made the changes, we saw the results pouring in. You may not believe me, but Dr. Rao correctly predicted well in advance, the date my father would be operated and what would be the outcome. Actually, none of us at home were able to figure out, what it was that was ailing my father. And yet Dr Rao was able to pin point the problem and predict its outcome. We were awestruck and from this incident onwards I developed an irreversible confidence in Dr. Rao . I still have that sheet on which he wrote down the predictions.



additional reason was that when I started the company, the astrologers wanted me to have a name that started with Ma.

Beginnings

When we started in 1999 it was a boom time for the software industry. We were into web designing of the B2B and B2C types, which were doing very well around that time. But after late 2000 the market went down in a very

I called all my friends. I saw Dr. Ravi Rao amongst the guests. He had come along reluctantly with Ashok, my friend from my engineering college. It was indeed a pleasant surprise to see him, since we had been studying in the same college in class XI and XII in 1983/85. So it was a real co-incidence that Dr Rao and I re-met after eleven years at my own engagement, but through somebody else.

Association with Dr. Ravi Rao

In 1996, on my engagement

In 2002 I shifted the location of my business, and here too Dr. Ravi Rao made some changes. This time he changed the color of



the chairs and window blinds. Within a week of making the changes I got huge business. Suddenly, the business that so far had been draining my cash resources was able to look after itself and even started making good profits. There has been no looking back since then. My office is in the five storied building we have built ourselves. Since the last few years we have been growing over 50% every year, though I must confess that we too, along with the rest of the world have experienced erosion in business due to worldwide recession.

The New House

Under Dr. Rao's guidance I am about to start construction of my new house.

Dr. Rao suggested that if I wanted to go up to the next stage of growth, I should move into another house that was Vaastu perfect. He added that whatever has been done so far by



Mr. Shiv Kumar with Dr. Ravi Rao at the Vaastuyogam Office

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him to the existing house is by way of patchwork, and that too has now reached its limits.

I am making the whole house strictly as per his suggestions, right from selection of the plot onwards. Building a house is not my priority today since I already have a house. So whatever I am building is a part of my strategy to improve my business. The house will be costing me a lot but I am ready to put the money because I know that whatever Dr. Rao has vouched for he has delivered. Vaastu is a science, I don't know but I believe it and I believe Dr Rao so I am betting on it.

My whole family is united in their belief in Vaastu and in Dr Rao's abilities. My father,

who initially did not believe in him, now calls up Dr Rao for clarifications on even the smallest of things. My brother too, is now a Vaastu believer; even the logo of his company dealing in sea food and granite has been done by Dr Rao. Despite the bad times ,where the big guns have lost more than 30% of their business, my brother still grew by 20% last year .

On Vaastu

I have neither attempted, nor will ever attempt studying Vaastu. As long as results are being produced, I don't want to learn it. I want to concentrate on managing my company, my finances etc. There are enough things I have on my hand. Most importantly I have the strongest belief in Dr Rao's abilities. So why I should go and try learning Vaastu ?

Traditional Vaastu guys - in Andhra or elsewhere - are far too removed from modern times. Unlike Dr. Rao they don't encourage

questions nor give satisfactory explanations. They are unwilling to patiently listen out to the issues before getting on to the solution. They have no understanding of how modern business and industry operates or have any idea about logos and interiors. If I ask them where to keep the server or if I ask them where a project manager should sit and where a CEO should sit, they wouldn't know what I am talking about. At the most, they can make a Vaastu compliant house, and tell you the exact location of your kitchen. *But what happens when in your office you don't have a kitchen?* The ability to adapt vaastu to modern situations is not their cup of tea. And one more thing, for Dr. Rao money is not the first thing it is the solution that comes first.

If you don't know it. But don't write it off. Who in the world will believe that the color of your chairs will swing your fortune? I believe. I did not believe earlier. Now I do. ■