

NEWSLETTER Vaastuyogam

Connecting Vaastu to the 21st Century



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EDITORIAL TEAM

- ◆ Dr Ravi Rao
- ◆ Ms Malati Puranik
- ◆ Mr Ravi Sharma
- ◆ Mr Jaydeep Gohil

ADDRESS

Vaastuyogam

B-302, Balleshwar Square,
Opp. Iscon Temple, SG Highway,
Ahmedabad - 380015
Gujarat, India

- ◆ Phone: +91 79 26862783 / 85
- ◆ Fax: +91 79 26862771
- ◆ Website: www.vaastuyogam.com

EDITORIAL



Welcome to the July issue of Vaastuyogam 2012.

The "Heritage of India" series which has been focusing on the "World Heritage Sites" of India takes a dramatic turn this month and the next. This month the subject of discussion is the Victoria Terminus railway station in Mumbai and in the next month we shall be focusing on the Mountain Railways of India. What is indisputable is the enormous effect the railways have had on India both in the colonial and post-colonial periods.

We use this opportunity to not just to celebrate the majesty and unique beauty of these World Heritage sites but digress a little to try understanding the motives, mechanizations, intent and stated purposes of the British rulers of India, for no doubt the introduction of railways in India was strictly a project sponsored by the British government of India. The British rule of India fostered the early development of railways but it was a development skewed to the political, administrative, military and economic needs of the British.

In fact, in many ways Mahatma Gandhi was right when he warned that the railways were a potent weapon of colonial control.

Dr. Ravi Rao ■

VAASTU TURNAROUND

This month, the Vaastuyogam team met Mr Pranav Khira of Balas Industries Pvt. Limited, a company manufacturing and dealing in modular furniture. The company is entirely run by the brothers Pranav and Sachin Khira. Sachin handles marketing from Mumbai and Pranav looks after manufacturing and finance from Ahmedabad.

We met Pranav Khira at his factory on Bavla Road, Ahmedabad.

Excerpts from the interview:-



Mr Pranav Khira

I was born and brought-up in Mumbai. We were staying in Altamont Road whilst our factory was at Santa Cruz. However, due to labour problems, we shifted the whole plant to Ahmedabad where, fortunately, we had land in Naroda. Meanwhile we developed our Santa Cruz factory land into a housing society called Khira Nagar.

The Khira family has been in the business of manufacturing furniture, since the last forty years. We manufactured steel cupboards and safe-vaults on similar lines to Godrej.

As my brother and I grew up, the scenario in furniture manufacturing was changing. The furniture business was evolving. Models changed, designs changed; gradually steel replaced wood.

The taste of big MNC's and well-to-do office complexes veered away from the old style heavy and bulky steel furniture to the smart modular stuff that was easily customizable and came in gorgeous shades, finishes and textures. Moreover, furniture was being made and distributed in CKD

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“Vaastu is a true enabler of progress and happiness”

- Mr Pranav Khira

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VAASTU TURNAROUND

(completely knocked down) formats that were to be assembled at site.

With time, as we two brothers joined the family business, we wanted to do something on our own; something that suited our personality, style and aspirations. With the blessings of family members we started Balas Industries Pvt. Limited, a modular furniture business. When we decided to switch over to the modular format, the old machines were of no use to us. We imported brand new machinery from Italy and Germany and started operations in a small way.

I'll give you the background of Balas now. In 1995, when my brother Sachin and I started Balas, we knew it was going to be a long haul. We started by ordering the machines and getting the plant ready. We knew that all

this would take time; maybe a year or two, so in the meantime we started trading and became furniture dealers before actually manufacturing furniture.

When we had our factory set up, we did have some clue about Vaastu. Our on-going family business had seen more than its fair share of lows. As we were going to start from scratch we decided to bring Vaastu into the picture to avoid the pitfalls we had seen earlier in the family business. The trouble was we did not know any reliable Vaastu consultant at that time. Moreover, we harbored fears that a Vaastu consultant would be prohibitively expensive and we will have to fetch him from Hyderabad etc. We took another course.

We were starting off and were on an unimaginably tight budget so, instead of taking the route of a Vaastu consultant and full-fledged Vaastu perfect layout we bought several Vaastu books, religiously studied the lot, and thereafter ensured that our factory was built as per the injunctions narrated in the Vaastu books we had studied. Truth to tell, time proved the short-sightedness of this approach as I will explain now.

The initial response to the business was terrific. In less than four years, we went on an expansion drive. Unfortunately, without



The brothers , Pranav and Sachin Khira

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OPTIMUM OFFICE-SPACE. MAXIMUM-SPACE.

Evolution of the BALAS logo

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VAASTU TURNAROUND

giving any notice the tide turned against us. Orders fizzled, collections dried up; nothing was going our way.

Lost as we were, we discussed this situation with our father. At this meeting present a guest from London was present. He remarked, "Why don't you get a Vaastu consultant to see the place. In fact, the consultant who helped-out my daughter with her Vaastu is from Ahmedabad."

That consultant was Dr Ravi Rao. This came as a big surprise but pleasant surprises aside, without wasting further time, we contacted him and rushed into a full-fledged Vaastu implementation programme under his guidance.

Dr Rao's first comment was on our logo. He said it needed Vaastu modification. We

Yet, the root of the problem actually lay in the additional construction that we undertook. Much of the good work that we had done at the time of the initial construction of the factory was undone when we expanded our factory but did so without considering the Vaastu angle, which we mistakenly had assumed to be a one-time affair. However – as we found out to our dismay – good Vaastu is only good Vaastu if it remains undisturbed.

were O.K with that . He got the logo re-done and this logo that we continue using till this day. Regarding the factory layout he found the basic external layout more-or-less as per Vaastu but the internal zoning of the production route and various other miscellaneous built-spaces needed fine-tuning and relocation.

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However – as we found out to our dismay – good Vaastu is only good Vaastu if it remains undisturbed. Changes to the structure can play havoc to the Vaastu and bring trouble in its wake, as became the case with us. Undoing the Vaastu damage became our top priority. We did as Dr Rao advised us. In

Nevertheless, for Vaastu to work you must "Shradha" and humility to submit. One has to come to terms with the realization that we are dealing with a force that adds up to more than everything we can do by ourselves.

two months, the fruits became obvious. The Vaastu correction programme worked wonders. As if by magic we surged ahead in our lives. There are so many ways to look at this. Maybe the improvements came because of this or that thing we did, yet I firmly believe that the Vaastu implementation was the real enabler of the fructification of all our efforts . I can say that Vaastu is a true enabler of progress and happiness. The power of Vaastu can only be experienced. There is no other way to understand the power of Vaastu.

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Modular office furniture manufactured by The Balas Industries Pvt. Limited



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CORPORATE LOGOS

“It was the obvious answer, a stroke of genius,” said Penguin’s original designer, Edward Young. “I went straight off to the zoo to spend the rest of the day drawing penguins in every pose.”



Dr. Ravi Rao

RaoSpeak

Time and again, at every platform, I have reiterated that if you want to grow you must have a sound, well balanced logo. The Penguin story is a example of the power of the Corporate logo.

Penguin has made generous use of orange, which is a good thing because Orange colour is the colour of longevity, purity and fire. Thus illiteracy rates may vary; the way knowledge is disseminated may be many but what is constant is the sanctity of the thirst for knowledge. Further the use of the Penguin the flightless bird of black and white instills the drama of contrasts – the mainstay of literature. Thus this logo is an outstanding balance of color, shape and size.

For those who believe they have the talent and everything else that takes to make a good strong business but are left behind in the race, the Penguin logo will stand out as a logo that drives a company.

Pearson PLC. Its counterpart in the United States is Penguin Group (USA). Penguin is the lead publisher for the United Kingdom, New Zealand, Australia and India.

The Penguin Logo

The Penguin logo started with the simple name, suggested by a typist of the company. Allen Lane, the company founder, had already hit upon the idea of an animal logo, inspired by

the template offered by the contemporary publishing house The Albatross Library. “It was the obvious answer, a stroke of genius,” said Penguin’s original designer, Edward Young.

“I went straight off to the zoo to spend the rest of the day drawing penguins in every pose.” The clear logo was matched with the archetypal modern, but not too scarily

modern, typeface, Gill Sans, and the now classic three-band cover, with colours related to the subject: orange for fiction, dark blue for biography, etc.”

Indeed, it is told that the penguin was chosen as the company logo because Lane “wanted a ‘dignified but flippant’ symbol for his new business.” ■

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VAASTU TURNAROUND

Nevertheless, for Vaastu to work you must have “Shradha” and humility to submit. One has to come to terms with the realization that we are dealing with a force that adds up to more than everything we can do by ourselves.

During a Vaastu implementation if you see the Vaastu consultant’s fee as percentage of the overall project cost, then you will find it negligible. Further, if you were to compare the peace of mind and mental confidence that definitely follows a proper Vaastu implementation and approach to the rough and uncertain future of a bad Vaastu building it makes little sense to go on a cost-cutting spree during Vaastu implementation or whilst fixing a Vaastu consultant’s fee. ■



The Balas Industries Pvt. Limited works at Bavla, Ahmedabad