

NEWSLETTER Vaastuyogam

Connecting Vaastu to the 21st Century



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EDITORIAL



Welcome to the October 2012 issue of Vaastuyogam.

With this month, beginning with Navratri, the festivals are with us. Navratri is a festival dedicated to the worship of Shakti in its myriad forms. During these nine nights and ten days, nine forms of Shakti/Devi are worshiped. The 10th day is commonly referred to as Vijaydashami or "Dussehra."

In whichever part of the world we may be, all Hindus celebrate Navratri in their own way, yet at the bottom of it is the spirit of renewed contact with our roots and customs. It is the mass celebration of festivals such as these that are the true foundation of our national integration.

Our 12 Jyotirling tour takes us to Srisailem this month. Srisailem, Somnath, Kedarnath, Rameshwaram and Kashi Vishvanath are considered the most ancient and sacred temples of India. A pilgrimage to these places crisscrosses the length and breadth of India. I sincerely hope that readers will take note of these articles on the Jyotirlings and make it a point to visit each and every one of them.

This magazine is about bringing you closer to our ancient sciences and traditions. Do participate and get in touch if you feel there are aspects of our culture and sciences that we should include as features in the future issues.

Happy Navratri! Happy Dussehra! And of course – as usual - Happy reading!

Dr. Ravi Rao ■

INTERNATIONAL FOOTPRINT

This month the Vaastuyogam team met Nairobi-based businessman Tony Sahni at our Ahmedabad office when he was on a social visit to India. Mr. Sahni owns a 40-year old security business employing about 5000 people and is among the top three security firms of Kenya. In the interview with us he speaks about his security business and about Vaastu and also the very interesting and dramatic way he met Dr. Rao.

Excerpts from the interview:



Mr Tony Sahni of Securex

Introduction

I was born and brought up in Kenya and did my "A" levels there. In 1982 there was a coup in Kenya, so I along with my three sisters left for England. There, I did my diploma in business management and a little later in 1987, I married an Indian girl from Delhi. After my sisters were married I decided I had had enough of England; I packed my bags and returned for good to home turf in Kenya and joined my father's security business.

The Security Business

My dad was a police officer in Kenya. He retired in 1970 and started this security services company.

At the time of my return from England my father was just providing security guards. I saw an opportunity and began introducing other elements that enhanced our security capabilities. I began with radio alarms and followed that with closed circuit TV. I imported everything and stocked items in bulk for use in our business. I did not get into trading of these items.

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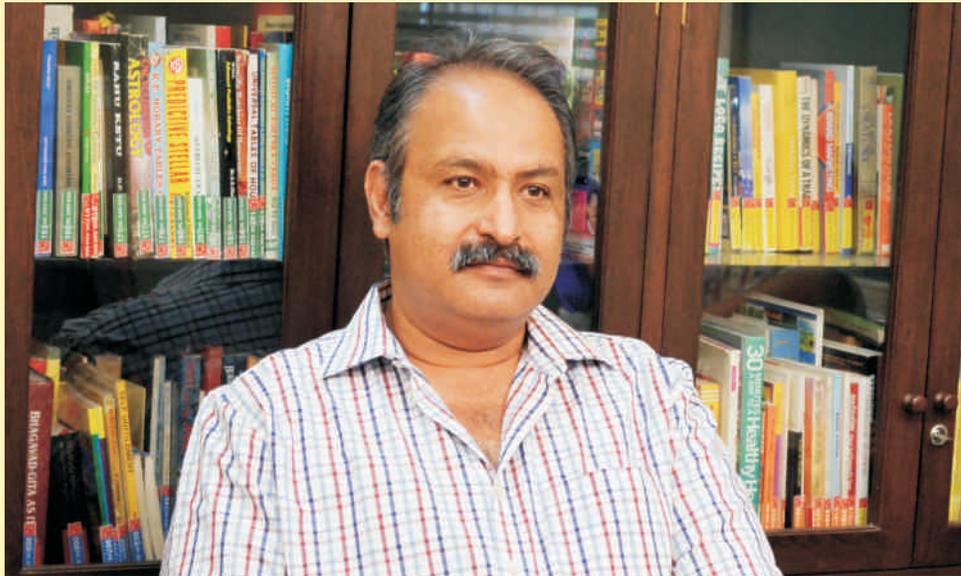
“Tony the Vaastu here is full-on! I don’t know why, but I can feel it!”

- Comment by Mrs. Sahni as she entered Antarc showroom

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INTERNATIONAL FOOTPRINT



Mr Tony Sahni of Securex

Today our company is over 40 years old (though I have been actively involved in it for the past 20 years). We employ about 5000 people and have operations in Kenya, Uganda and now at Rwanda too.

We are in the business of providing security to homes, factories, banks, hospitals, hotels, forex bureaus, etc. We provide electronic security and surveillance, closed circuit TV, access control, metal detectors, in fact the whole gamut of security products. We also supply security guards. We have with us over 150 trained dogs including German Shepherds, Dobermans and Rottweilers. We also have sniffer dogs for explosives and narcotics.

We are implementing a new concept in Kenya. We fix alarm systems which can be set off when there is a break-in. We have 30 cars (with four security personnel in each) positioned at locations all over the city. The moment the user presses the alarm switch, our cars rush to the spot. In this manner, we are able to provide heightened levels of security at lower costs, since the expense of the cars is shared across several users who pay us a monthly fee. The concept works and is picking up.

Security business is tough and competition tougher. The market is very cost-sensitive and margins – wafer thin as they are – are always under pressure. We are able to survive because we have built a reputation for ourselves and have always provided our customers with the best service. Also, we have strong customer relations and robust networking.

On How He Met Dr. Rao

We met Dr. Rao through Mr. Puneet of Antarc. But there is more to the story of how we met Dr Rao than just a direct introduction. Actually we stumbled upon his work first and then found out his name! A little less than two years ago, we were looking for furniture and went to the Antarc furniture showroom to take a look.

As is usual in such cases I was accompanied by my wife. Just as we entered the showroom, she held herself back and looked around, gazing at the place for some time. And then she said, “Tony, this place has perfect Vaastu. I can feel it.”

From the beginning, my wife has participated actively in the business. Earlier, when our children were small, she did not attend office full time but now that the

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children are grown up, that is no more the case. Now my wife is a bit deep into this kind of stuff and when she says something this dramatic, I listen – very carefully!

So, when she said the place had perfect Vaastu, I asked her what she meant. She said, “Tony the Vaastu here is full-on! I don’t know why, but I can feel it!”

I went straight to Puneet and asked him, “Puneet, who is doing the Vaastu here?” That’s when Puneet said that there is this wonderful Vaastu consultant from India called Dr. Rao, and it was he who had done the Vaastu. On the spot we decided that we wanted to meet Dr. Rao, and said as much to Puneet.

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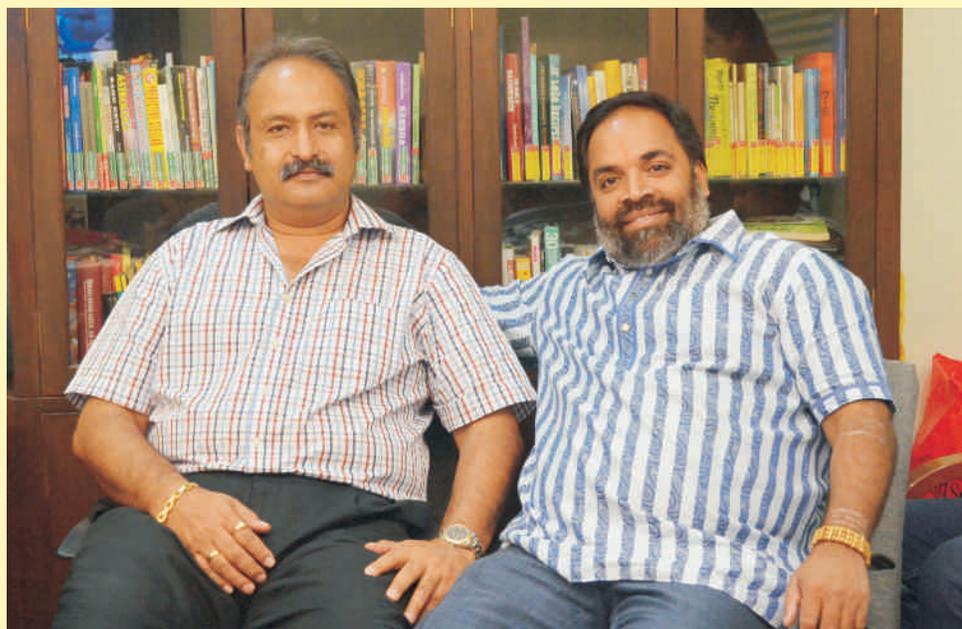
**INTERNATIONAL FOOTPRINT**

Two weeks later, Dr. Rao was in Kenya and we got our first chance to meet him. It was not as if we knew nothing about Vaastu. Far from it. We already had someone advising us on the subject. But we went ahead and met Dr. Rao with the full confidence that he was the right person for us.

When Dr. Rao came to my office, he didn't say much; only looked around the place quick and sharp and took out his compass and started moving randomly around the place. I found this quite strange and told Anju, "Look, this is quite funny. This guy is not saying anything to us, just going round the place without asking us anything." Anyway, he was done soon and told us to meet him at his hotel in the evening.

The meeting at the hotel was very impressive. Dr Rao remembered everything, had drawn all the sketches and made a small list of changes in our place which we needed to get done. He gave us the list and said that he would meet us again on his next trip and that in the meantime, we should get going with the changes. That's all the meeting was about. Before we knew it, the meeting was over.

We got going the next day itself and within a fortnight were through with almost all the things Dr. Rao had listed. The things he



Mr Tony Sahni with Dr Ravi Rao at the Vaastuyogam office



Corporate logo of Securex designed under Dr Rao's guidance

mentioned didn't have much to do with the structure as they had to do about how we were to place this or that object. It was all pretty detailed but didn't involve a high expense. A couple of things needed to be built but we didn't grudge that because building those things was on our mind all along. Any way, we did all that we had to do and we did it with a pure and eager heart. There were no half measures. I don't believe in half measures. They never work.

On a subsequent trip, I took Dr. Rao to a piece of property I had, which I had rented out. He told me that I should be at that place; that I was giving away my golden place to someone else. That's how we are now building our new corporate office there.

We feel better now. As a business we are doing better too. We are getting recognition.



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After Dr. Rao changed the logo of our company, many people thought that a new international company had landed in Kenya. There has been more visibility all round and everyone says, "You guys are really doing good."

We now have Dr Rao with us every three months or so. Something is always on. Little by little, brick by brick we, like the furniture showroom where we first came to know about Dr. Rao, are moving to a Vaastu-perfect zone. This is what we want. ■