



**“For me Vaastu is a matter of faith;
not just in the subject but also in the consultant.”**

- Mr Naman Pipara

VAASTU TURNAROUND



Mr Naman Pipara

This month the Vaastuyogam team met Chartered Accountants Mr Gyan Pipara and his son Naman, of Pipara and Company a well-known name not just in Gujarat but in several other states of India. (see box Pipara and Company on page 4)

We met Mr Naman and his father Gyan Pipara at their well-appointed office, Pipara Corporate House in Ahmedabad.

Excerpts from the interview:-

Naman Pipara

Born 1988, Naman Pipara completed his B.Com from H.L College, Ahmedabad and thereafter did his C.A. in 2010. He is a partner in Pipara and Co.

Our association with Dr Rao goes way back to the late-nineties when Dr Rao was absolutely new to Ahmedabad and I was just a school going kid.

Let me add that for me, belief in Vaastu was something that I had seen right from my childhood. I could see my parents logically discussing and drawing conclusions about the measurable results achieved post their belief in Vaastu. Hence, I had a Vaastu ordained color for my chair, the direction I

faced while studying was set to Vaastu norms. Even today, I feel being caught on the wrong foot because in my cabin isn't Vaastu compliant.

Pipara Corporate House

We are currently running two major projects with Dr Ravi Rao. One is our office and the other is our home. The office project is being handled by me and the one of our house is being handled by my father.

When we bought this office we did so without showing the place to Dr Rao as he was away on a trip to Africa. Ordinarily we would have shown the place to Dr Rao and bought the place if he was O.K with it. Since he was not there we took opinions from three different Vaastu consultants before we bought the place. We were nervous about this decision but there was no way out. I had seen over 300 options hunting for our 'Perfect Office' and my father had done his bit of scouting too. So, when we saw this place we went for it fearing the worst should we delay. Anyway, we did show him the place as soon as he was back from Africa. When he did see it, he said it was O.K, provided we did a few changes. Of these all but one change been done.

If you ask me whether we have seen changes in our fortunes, then my reply is that we made the changes in the logo as a long term measure and we are sure that everything good will come from the exercise. We are in Vaastu for the long haul and I recommend this to everyone; please don't be on the lookout for quick turnarounds.

Some Vaastu consultant – from out of Gujarat - with whom we have not been in touch since the past seven eight years was visiting Ahmedabad and by chance came to this office. He pronounced the location as totally anti-Vaastu . He asked us to vacate the place at the earliest. He made it clear that everything that we have built – our reputation, our assets and our client base – would melt away. Such a drastic prediction got me worried and when I met Dr Rao next I put across, to him, the Vaastu Consultant's opinion.

The reply Dr Rao gave very firm and founded on his mastery of the theoretical foundation of Vaastu. He explained that:- "Vaastu has been perfected long ago; in fact



◀ continued from page 2



VASTU TURNAROUND

The way Vaastu works is abstract. The physical aspects of Vaastu can lead to simplistic rule-of-thumb practices which merely touch the tip of the subject. The impact of Vaastu is more on your mind than on your beliefs.

several hundreds of years ago. There are no new discoveries that are being unearthed. You ask the Vaastu consultant to come over in Ahmedabad and debate the matter with me. If he can prove his point conclusively – by reading out his explanations from the Vaastu scriptures, then I shall desist from practicing Vaastu from now onwards.”

I never met the Vaastu consultant from outside Gujarat again, and nor do I want to meet him for clarifications whatsoever. The passionate and erudite explanation by Dr Rao put to rest my fears and in their place I have a new understanding of Vaastu. For me Vaastu is a matter of faith; not just in the subject but also in the consultant. The way Vaastu works is abstract. The physical aspects of Vaastu can lead to simplistic rule-of-thumb practices which merely touch the tip of the subject. The impact of Vaastu is more on your mind than on your beliefs.

The Pipara & Co Logo

The changes we made to our company logo should be seen as part of our trust in Dr Rao. We had a logo with which we were O.K. with. Dr Rao advised that a touch of Red in our

continued on page 4 ▶

Mr Gyan Pipara



In his interview with the Vaastuyogam team Gyan Pipara added:

In the early 1990's I was looking out for a Vaastu consultant for helping me with my house. I wanted someone who would keep it simple and logical. Dr Rao fitted the bill and ever since I have looked up at him for his Vaastu wizardry which he has blended well with straight-forward modernity and no-fuss approach.

In the several years that have intervened I have recommended him to many of my clients whom I felt needed Vaastu intervention to bolster their prospects. Your readers will be happy to know that all the people I referred Dr Rao too have the best of experiences with him.

I am on my way to make my dream house and have entrusted the Vaastu responsibility to Dr Rao, for I know I couldn't have put it in better hands.



Mr Gyan Pipara conducting classes at SBI



◀ continued from page 3

VAASTU TURNAROUND

logo was necessary, so we went ahead and modified our logo to Dr Rao's satisfaction. The signage at all our offices has been re-done. If you ask me whether we have seen changes in our fortunes, then my reply is that we made the changes in the logo as a long term measure and we are sure that everything good will come from the exercise. We are in Vaastu for the long haul and I recommend this to everyone; please don't be on the lookout for quick turnarounds.

Vaastu has impacted us favorably. In our family there are no two doubts about that. Right after my father met Dr Rao several years ago we have seen positive things happening. As professionals our reputation is our biggest asset and without doubt my father's reputation has soared higher and higher. To give an example, my father started training sessions for SBI class on analysis of a balance sheet and this has been appreciated by everyone, including the Chairman of the bank. ■

Vaastu has impacted us favorably. In our family there are no two doubts about that. Right after my father met Dr Rao several years ago we have seen positive things happening. As professionals our reputation is our biggest asset and without doubt my father's reputation has soared higher and higher.

Pipara and Company



Pipara Corporate House,
Law Garden, Ahmedabad(Guj) INDIA

Pipara & Co. is a professionally managed and privately owned firm established under the Chartered Accountants Act, 1949 with a vision to providing excellent Auditing & Assurance, Direct Tax Consultancy, Legal Representations, SAP Consultancy and Management Consultancy services to our client base and be a specialist in this genre of practice.

The firm has grown dynamically since the past 30 years and has a pan India based clientele. In India apart from Branch Offices at Mumbai & Surat they also operate at locations in Patna, Bhopal, Indore and Nashik. It has also expanded its footprints globally to USA, UK and Canada.

ABOUT GYAN PIPARA

B.Com. (Hons.), LL.B., FCA

Mr GYAN PIPARA is the founder partner of the firm and is a FELLOW member of the Institute of Chartered Accountants of India. He has an experience of more than 30 years in the fields of Direct Taxes, Auditing i.e. Internal Audit, Pre-Audit, Statutory Audit, Management Audit, System Audit, Accounting, tax consultancy and management consultancy. He is a consultant for the Economic Offences Cell of C.I.D. Crime, as well as City Crime and various Police Station of Government of Gujarat State to provide valuable guidance and expert opinion and guide with regard to complex economic crime cases.



He is the Government of India nominated Independent Director on the Board of State Bank of Travancore, a Nationalized Bank having business of Rs. 1.2 Lacs Crores and Chairman of Audit Committee of the bank.

He regularly provides Training to Class IV and Class V officers of State Bank of India at State Bank Academy Gurgaon and State Bank Staff College Hyderabad on "INTENSIVE ANALYSIS OF FINANCIAL STATEMENT" which is a 3 days' workshop.

Mr. Naman Pipara is the youngest partner the company has had since its incorporation.