

VAASTU SAASTRA
FOR INDUSTRY & BUSINESS

Affluence Everywhere
All The Time

HOMAGE TO A PATHFINDER

Vaastu Shastra is an integral part of our traditional wisdom and ancient learning. Like other branches of ancient Indian learning, *Vaastu Shastra* seeks to help man live in harmony with nature. *Vaastu Shastra* aims at enlightening man on certain fundamental aspects of nature.

Vaastu Shastra originally constituted a part of *Adharvan Veda*. However, over the ages, several misconceptions, half-truths and distortions crept into the exact understanding of *Vaastu Shastra* owing to faulty and half-baked interpretations. Concepts like *Ayaz*, *Vaastu Purusha Mandala* and *Brahmasthan* conveyed different meanings to different people making them miss the vital message of the *Shastra*.

Owing to such flawed understanding, for hundreds of years our houses and factories were built in wrong locations throughout the country. Building houses and factories on the north and east sides, north-east, south-east and north-west quadrants became the rule from Kanya Kurnar to Kashmir. In effect, this means we had violated the fundamental principles in practice and missed the major contribution made by nature to enrich our lives.

The *Shastra* was reduced to a bundle of contradictions throwing truth and objectivity to the winds. Over the years, it became a laughing-stock of all thinking people. Confusion reigned supreme as all essential guidelines were either misunderstood or completely distorted. *Vaastu Shastra*, far from being treated as the science that it is, became in popular perception an extension of superstition, a vast grey area of nebulous half-truths that appeared to have no bearing on reality.

It was in this state of utter confusion that Mudragada Rama Rao published his book *Sri Ramaraya Vaastu Shastram* in Telugu in the

fifties. This pathfinding study marks a new epoch in the evolution of the understanding of *Vaastu Shastra*. He not only dispelled a host of half-truths and misconceptions but also gave a new direction to the understanding of *Vaastu*. *He was the first to state the epoch-making principle that we should locate our houses in the south-west quadrant of a site to lead a life full of prosperity, peace and good health.*

This proved to be a revolutionizing principle that altered the course of *Vaastu Shastra* for all time to come. The fact that every single house built in recent years, across the length and breadth of Andhra Pradesh with more open space on the northern and eastern sides, is in fact, a spontaneous tribute to Rama Rao's correct enunciation of the principles of *Vaastu*. Rao once observed prophetically that the *Shastra* would be widely discussed and applied in future.

The importance of north-east, shape and levels of the site, the orientation of the roads to the magnetic north, their prosperity generating capacity and the effects of the five cardinal elements in four directions east, north, west and south and other principles were all highlighted by him in his book.

In short his book revolutionized the prevailing awareness of Vaastu and conveyed the profound truth that everybody everywhere can engineer prosperity and give better elevation to his life. This is the prime message - all of us can enrich and elevate our lives by harnessing the power of the five cardinal elements constituting nature. To a very large extent, the clarity of perception that we have in viewing and interpreting *Vaastu* can be ascribed to the pioneering insights of Rao. He was among the first who lighted the lamps on the road to understanding the science of *Vaastu Shastra* by interpreting its guiding tenets accurately and meticulously.

Vaastu Shastra provides the all-weather superhighway to create all-round prosperity. All one needs to do is to understand and apply its guiding principles accurately.

SARVE JANAH SUKHIHO BHAVANTU

The quintessential message of the Vedas is peace and happiness to all. This message transcends religions and regions. Adequate material wealth is necessary for man to lead his life with peace, happiness and dignity. *Vaastu Shastra* guides man to create wealth everywhere by utilizing nature. It tells us about the ways to enrich our lives with human effort by utilizing to the optimum the resources on hand while focussing on our goals.

The creation of wealth is a complex problem. *Vaastu Shastra* offers clear-cut solutions to this complex problem. It is the distilled form of Indian wisdom to create prosperity for all. Very often success is only a step away when it is applied properly.

Three agencies, agriculture, industry and trading/commerce create wealth. This book while dealing with the role of *Vaastu Shastra* in these agencies focuses attention on the two vital issues relating to the creation of wealth and affluence though *Vaastu Shastra* covers the whole spectrum of human life.

1. How does one create more wealth everywhere all the time at least for the next hundred years?
2. How does one create more wealth without delays and escalation in costs in completion and commission of projects, and ensure trouble free performance year after year?

Readers might be curious to know why I have chosen a hundred years span as a goal to be realized. The reason is simple. Any structure built with RCC and with proper maintenance lasts for a minimum period of hundred years. Business started in *Sanatana* RCC structures would flourish for a minimum period of hundred years. Management may change, technologies may become obsolete and more innovative products may flood the market, but

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success does not ebb because business is done in Saastric premises built in tune with nature's laws

The Hindu and The Times of India had scored centuries decades ago in the cricket of business and are still batting energetically. Chivas Brothers of *Chivas Regal* are playing in high spirits and are short of two runs for two centuries. EID Parry's has been processing sweet success for more than two centuries.

You can also build prestigious and prosperous organizations to enter the 22nd century by blazing the Saastric trail.

VAASTU SAASTRA AND ITS IMPORTANCE

Vaastu Saastra is a Sanskrit term. *Vaastu* literally means the place where you live or work. *Saastra* means Science. *Vaastu Saastra* is the science of the place where you live or work, office or factory.

The place where you work live consists of five elements earth, air, fire, water and open space. These five elements are inextricably bound with each other. The earth stores water, air surrounds it, and fire is an omnipresent form of latent energy, with the open space covering all of them. The five elements collectively add up to nature. The elements individually and jointly have an invisible but inexpressible effect on our life from conception to cremation.

Western philosophers considered only earth, air, fire and water as the cardinal elements and excluded open space. But our wise sages gave primary importance to open space and made it the fifth cardinal element for obvious reasons. Water in the form of rain is processed in the open space by nature. No life system can exist on this planet without water.

The five elements individually and collectively generate energy beyond the understanding of our five sense organs. Let us term this energy as Vaastu Shakti. Vaastu Shakti is Vijaya Shakti (Power of Success) freely available everywhere to everybody. The cardinal elements are like five angels of peace and prosperity ready to serve us always.

Nature, to restate an obvious truism, sustains our lives. According to *Vaastu Saastra*, *Vaastu Shakti* is vital to succeed in life and especially in business. The *Saastric* principles guide us to harness the inexhaustible power of nature to lead peaceful, healthy and affluent lives.

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THE ROLE OF *Vaastu Shastra* IN BUSINESS

Every *Saastric* principle has the potential to add value to a company. All *Saastric* principles have cash flow implications. One may compare *Vaastu Shastra* in business to zero in mathematics. Zero in mathematics has no value by itself. Without zero one cannot go beyond nine. It is not possible to quantify the weightage of zero in mathematics. In much the same way, one can get into business with the help of all other inputs but it is *Vaastu Shastra*, the catalyst that stirs them into a successful combination and precipitates profit. It would therefore be appropriate to assume that *Vaastu Shastra* is one of the most essential cornerstones of business.

We can also compare *Vaastu Shastra* to the locomotive of a train. If all other inputs for success in business can be compared to the components of a train, *Vaastu Shastra* is the locomotive that hauls the train to the destination of prosperity. The power of the locomotive can be enhanced by proper application of *Saastric* principles to negotiate steep slopes of business with heavier loads of success.

Vaastu functions as an important connecting link -- an element of overriding importance that binds all the other factors to generate success and prosperity. Similarly, violating the principles of *Vaastu* inadvertently or inability to tap *Vaastu Shastra* can cause reverses in business, which may appear inexplicable. *In other words, it is Vaastu, which determines success or failure in business, as in other spheres of life, if only one is prepared to pay attention to it.*

It is not possible to determine in mathematical terms the contribution made by nature to success in business, as we cannot compute the importance of air in running an automobile. We assume erroneously that gasoline alone provides the energy to run the engine. But without oxygen in the air gasoline cannot be converted into energy. Since nature provides air in unlimited quantities everywhere, all the time freely, we take nature for granted. We consider gasoline alone as the source of energy.

because we pay for it. But in reality gasoline and air supplement and complement each other in providing energy to an automobile. Similarly, *Vaastu Shastra* supplements and complements human effort to succeed in business.

IGNORE COMPETITION

Competition, from the standpoint of *Vaastu*, need not give sleepless nights to a businessman. *Vaastu Sastra* holds that there is enough and more for all in terms of success and prosperity. Every business enterprise can grow and branch out like a tree drawing sustenance from nature. If a businessman adheres to the laws of nature spelt out by *Vaastu Sastra*, he will remain unfazed by the 'threat' of competition and his efforts inevitably lead him to success.

Vaastu Sastra then, ought to be seen as a guiding light. Needless to say, it has to be understood in its entirety and interpreted accurately. Improper understanding or inaccurate interpretation can prove as detrimental as rejecting the *Saastric* principles outright as unworthy of scientific study. One must emphasize here, that *Vaastu Sastra* encapsulates Eastern philosophy—it underscores the truth that success can be shared by all and that one need not feel threatened by competition in business. Contrary to the Western management philosophy which is based on an approach of hiring and firing, downsizing and cut-throat competition, *Vaastu* speaks of tapping the underlying potential in natural and human resources to the optimum level avoiding wastage or under utilization.

As more and more businessmen turn to *Vaastu Sastra* with positive results, they are setting in motion a widening cycle of prosperity enlarging the base of employment. This will inevitably bring about a tremendous transformation in the economy in the coming decades.

VAASTU SAASTRA IS A SCIENCE

Now let us understand the true meaning of science before answering the question - Is *Vaastu Saastra* a science?

"Science", the dictionary tells us, "is knowledge ascertained by observation and experiment, critically tested, systematized and brought under general principles" Our ancient sages observed the effect of nature on people for a long time and formulated the *Saastrik* principles to enrich and elevate our life. These principles were tried and tested for centuries by many servants of society and applied practically in building houses, temples, etc., as the cornerstone of aesthetic and architectural excellence and as basis for peace and prosperity.

Among the pioneers of *Vaastu*, Rama Rao made the most valuable contribution to this science which had lost its way in a maze of confusion and superstition. He gave the *Saastra* proper shape and form and laid down simple principles for easy understanding and implementation - principles, which could stand the test of empiricism and logical analysis.

Rama Rao toured the entire country extensively to get at the truth of the traditions and principles prevailing in different parts of our country. He observed carefully and critically, for decades the houses built according to the existing beliefs and their effect on the residents, applying *Vaastu Saastra's* strict criteria. He separated the grain (seeds of prosperity) from a huge mass of chaff.

Stories of how scores of people benefited from Rama Rao's advice are legion. His authoritative book *Sri Ramaraya Vaastu Saastrom* serves as a fountainhead of inspiration and is a milestone in the evolution of *Vaastu Saastra* as a science.

Science is predicated on the basic premise that similar factors produce similar results in similar conditions everywhere. *Vaastu Saastra* fully satisfies this principle. *The cardinal elements,*

water, fire, earth, air and open space produce similar results in similar places in different industrial units. Raise the ground level on the east side in your factory premises by a few feet. You will notice perceptible fall in production and sales.

Raise the same on the west side. You will register sudden rise in production and sales. The west side was raised by about two meters in the Ceramic Plant of Hindustan Sanitary Ware & Industries Limited near Bibisagar, Hyderabad two years ago. The plant has been doing extremely well with a steep increase in production and sales even in recessionary times.

A water-body in the north-east quadrant creates more income. The same water-body in the form of a well in the south-west quadrant disrupts the cash flow leading to a fall in income. Similar results can be observed in any industrial/business premises by making the above changes. These are simple principles to test and verify their authenticity.

Any additional structure in the north-east quadrant reduces income and creates disharmony between employees and management. The same structure in the south-west quadrant strengthens the cash flow and solves problems that constantly plague the unit.

When you place the element *agni* (fire) in the north-east quadrant in the form of boiler or furnace, it fuels expenditure. If it is shifted to south-east quadrant you will notice an immediate change and the consequent cut in expenditure will be clearly visible. *These natural things can be made to happen everywhere and produce similar results.*

VAASTU SAASTRA IS A VERIFIABLE SCIENCE

The testing grounds or the laboratories, if you will, to verify these principles are the industrial estates anywhere in India or abroad. The basic motivating force that drives a company is the aim to create more wealth. All other considerations occupy secondary

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importance in the priorities of a company. Profit is the common yardstick to measure the success or failure of any company. And profit is a charming word to all businessmen. Profit after all is the end result of a successful business enterprise. And a successful business enterprise is a long saga of initiative, pluck, vision, sound decision making and proper utilization of *Vaaste Shakti*.

Most of the industrial units utilize a portion of the space allotted to them leaving some space open to the sky. As discussed earlier, open space is an important element playing a major role in deciding the fortune of a company.

If a company has more open space on north and east, all other factors remaining normal from Saastric point of view, it ought to have adequate cash flow. Its product line would bear the stamp of quality. This is a proven recipe for success. Companies which adhere to this principle are normally successful even if they are managed by first generation entrepreneurs with run-of-the-mill technology, a common product and a very small budget for publicity.

*On the contrary, a company with more open space on the south and west is beset with liquidity problems from inception and produces poor quality goods. The results are common to all companies with the above features in spite of the excellent track record of the management, state-of-the-art technologies employed, galloping demand for the products, and high pressure publicity to market the same. In truth, businessmen can prune costs on a variety of overheads including publicity if they follow the rudiments of *Vaaste* with proper care and understanding. As a businessman, observe the broad, simple guidelines of *Vaaste Saastro* and see the results for yourself.*

In general, the open space on the west and south is the breeding ground for failures in business or industry. In practical life it is difficult to create identical conditions in a second or third locations. But similar Saastric features can be created for

companies everywhere to make nature give similar results everywhere, all the time.

We have successful and unsuccessful companies in all countries. Wherever *Saastric* principles are followed knowingly or unknowingly, success follows automatically. Again where *Saastric* principles are violated intentionally or unintentionally, failures follow inexorably.

In a highly complicated and fiercely competitive business scenario where technology seems to provide the cutting-edge, *Vaastu Shastra* emerges as the catalytic force that turns a company around.

When we assert that *Vaastu Saastva* is an eminently practical and self-evident science many people with a scientific bent of mind desire to know the rational explanation for the natural phenomena. *There is no rational explanation for natural phenomena. The same elements give contrary results in the four directions in the same premises. This is beyond scientific scrutiny.*

For instance take the element water. Water-bodies on the northern side generate more income, promote peace and harmony in a factory or office. Water bodies on the southern side erode income, create conflicts, tensions and disrupt normal/routine production/business.

Water-bodies on the eastern side promote growth and brighten the image, while on the western side they disrupt progress and tarnish the image of a company.

The ways of nature are beyond rational comprehension but the results are uniform everywhere.

Modern science, in a continuous, uninterrupted quest for truth, beginning at the beginning, as they say, has unravelled many secrets of nature over the ages, and yet there are riddles to be solved and mysteries to be explored.

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In an endless quest over millennia, medicine has found the cure for several diseases and yet there are dozens of ailments and conditions that elude the grasp of medicine. "There are more things in heaven and earth, Horatio," said Hamlet, "than your philosophy can dream of"

A few examples eluding scientific scrutiny and explanation serve to elucidate this point. Scientists have discovered the temperature at which a mother hen hatches its eggs and this has led to the establishment of hatcheries everywhere leading to a revolution in poultry. But scientists have no rational explanation as to why nature has fixed 21 days for the hatching of an egg anywhere on this planet.

The pregnancy span of women is about 40 weeks everywhere in this world. Nature does not vary this period from region to region or from race to race. Gynaecologists have no rational explanation for this universal phenomenon, except that this is the time required for an embryo to develop into a fetus and then into a full-grown baby. These are eternal realities. They have no logic and defy rational explanation.

The point then is that there are no answers to why and how in *Vaastu Shastra*. I must admit that I am totally ill-equipped to answer the two questions *how* and *why* even after 40 years of my quest to understand *Vaastu Shastra*. *But we know for certain from experience and observation that in nature certain factors give certain results and continue to give the same results consistently everywhere under similar conditions.*

This explains why Einstein said in all humility in another context. "One thing I have learnt in a long life is that all our science, measured against reality, is primitive and childlike - and yet it is the most precious thing we have."

VAASTU SHASTRA IS A TRANSCENDENTAL SCIENCE

As stated earlier, *Vaastu* transcends religions and regions. Some people may believe in the power of numbers, *mantras*, *tantras* or *yantras* as part of their religious beliefs. But *Vaastu Saastra* excludes them from its purview. *The power of the cardinal elements and their effects on the entire gamut of human life is the sum and substance of Vaastu theory.*

Words like intuition, sixth sense and *isarches* have no place in the systematic and predictable working of the cardinal elements.

WILL VAASTU CHANGE OUR FATE?

This question bothers many people. We Indians and Hindus in particular are prone to attribute all our misfortunes to our fate. Whatever Lord Brahma had written on the forehead, according to the belief of the Hindus, was concealed and sealed by Him with skin before birth keeping it beyond our scientific scrutiny. It is clear that He does not want the seal to be tampered with and it has to be buried/cremated with death. Our astonishing achievements in science are yet to decode what Lord Brahma has ordained on our foreheads.

LOOKING BEYOND FATE

We should do our duty and leave the rest to Him as commanded by Lord Krishna in *Bhagavat Gita*. But this *Saastra* goes a step further and assures reasonable rewards to human efforts if *Saastric* precautions are observed from the time a site is selected to locate a project.

Certainly, Lord Brahma would not have ordained that we Indians should lead a poverty-stricken, miserable life for centuries from Kanya Kumari to Kashmir while the people in the developed world should wallow in wealth.

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With hard work and vast natural resources at our disposal, we can also dramatically improve the quality of our lives with the help of latest technologies as effectively demonstrated by countries like Germany, Japan and many other countries after the Second World War.

We have only ourselves to blame for turning away from the fundamental guidelines of *Vastu Shastra*, and dragging our country into a giant quagmire of poverty, unemployment and illiteracy.

Nature provides a 'level playing field' to mankind. But in our ignorance, we have been fighting with nature by violating the *Shastric* principles for centuries, without understanding their catalytic role on our lives and prosperity. It became customary to build houses and factories on the prohibited quadrants, north-east, north-west and south-east throughout the country. This has been our traditional practice from Kanya Kumari to Kashmir in all residential and industrial areas except in crowded urban commercial areas. In layman's language this means we have nurtured and nourished indescribable poverty in all parts of India for many centuries. Our *shastric* houses, farms and factories have destroyed our self-reliance and created mass poverty throughout the country.

We have been labouring under the illusion for hundreds of years that spiritual means can create material prosperity. The incomparable poverty of our people proves that we went wrong.

SCIENCE IS CHANGING OUR LIFESTYLE

Is not the science of medicine changing our fate by preventing many deaths and curing the sick?

Take the example of quinine. Before quinine was invented many people used to die due to malaria in all parts of the world but now malaria stands almost eradicated from many parts of the world and the deaths due to malaria have become very rare. As quinine is

becoming ineffectual, other medicines are being developed to counteract the threat of malaria.

Consider for a moment the impact of printing technology on our fate. Before the advent of printing press and paper, many people considered learning a few *Shlokas* from our *Paramas* as an intellectual achievement. But now with the explosion in knowledge, we have doctors, engineers, advocates and post-graduates in all subjects in huge numbers in all parts of the country. The spread of education was facilitated by modern technology. Thousands of engineers, architects, doctors, advocates and MBAs are coming out of our professional schools and colleges equipped with knowledge to lead better lives.

Information technology made life easy for mankind by reducing manual labour in computing and making distance an irrelevant factor in communications. Scientific developments and technological innovations completely changed the lifestyle of man during the last five decades.

In much the same way, by applying *Saastric* principles in macro-planning, many industrial estates can be planned to create healthy companies and prevent the birth of sick ones. *In other words, successful cash rich companies can be created on a mass scale everywhere with the help of Vaastu Shakti to increase the per-capita income and improve the standard of living.*

By paying closer attention to the power of *Vaastu* a new generation of entrepreneurs is going to bring about a total metamorphosis in India's industry in the coming decades.

VAASTU SAASTRA ENSURES REASONABLE SUCCESS FOR ALL.

Vaastu ensures reasonable measure of success to all business ventures provided the elementary principles of the *Saastra* are scrupulously followed and observed.

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The question is, what is reasonable success in Indian conditions?

If one recovers one's investment in 5 to 7 years from the day one commences one's commercial production or business, one can claim to have achieved a reasonable measure of success

MANAGEMENT AND VAASTU SAASTRA

Management holds the key to any wealth creating activity to a very large extent. But entrepreneurs who are unaware of Saastric principles consider management to be the only tool to the creation of wealth. Needless to say this is a lopsided view. We find that there is no magic management formula or surefire recipe, which will guarantee success and prosperity everywhere.

A few examples will convince the readers that it is appropriate to term nature as the *primum inter pares* among the inputs to create prosperity.

1. The Centaur Hotel in Mumbai Airport with roads on four sides and located on the west side in the site is a grand success, though it belongs to the public sector. But the Centaur Hotels in Delhi, Srinagar and Juhu, Mumbai are not able to repeat the performance of Centaur Hotel, Mumbai Airport, though they belong to the same group of hotels and were built subsequently.

Strictly speaking, the second and third ventures should be equally successful with all the experience gained in the first venture.

2. Ashok Leyland is a phenomenal success in Chennai. But the same company with the same products is fighting with nature in Hosur near Bangalore and Bhandara in Maharashtra. In Hosur unfavourable level of the site is giving hard time to the management. Wrong location of the factory sheds in Bhandara

Plans is the primary cause for poor financial performance of the unit

- 3 In the temple town of Tirupathi a popular hotel, Bhimaa, has been successful for decades. But their new venture, Bhimes Paradise, with more open space on the south and west and lower ground level on the west side, is yet to pick up business.

Around 70% of companies in our country are disappointing investors with their poor performance. Out of 6500 non-banking financial companies hardly 1000 are able to pay regular dividends and interest to stakeholders. *Once again, this is a demonstration of the fact that there are factors beyond planning and sound management that go into success.*

Soastric principles hold the miraculous key to prosperity and success. Where the Soastric principles are followed scrupulously first generation entrepreneurs are able to achieve success in their first and subsequent ventures. Some of these examples illustrate this fact.

- 1 Chengalva Engineers are fabricating prosperity in their two units in Hyderabad and are venturing into food processing in their third unit in Chittoor district.
- 2 Sujana Group in Hyderabad strengthened its financial base by building a three storey structure in south-west at Sanathnagar to produce fans. Subsequently, they are forging prosperity in steel and other manufacturing activities. It is a fast growing group in South India.
- 3 Vijai Electricals in Andhra Pradesh has created corporate history by transforming itself from a small-scale unit into a market leader in manufacturing transformers in the country with their plants in Hyderabad and Medak district.

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- 4 Krishna Rock Drills have expanded and diversified their activities in Balanagar and Jeedumetta. They are producing very critical engineering components
- 5 Machine Tool Aids & Reconditioning is engineering prosperity with micron precision in Balanagar and Gandhinagar industrial estates. This partnership firm is considered as one of the most sophisticated engineering units in our country

Vaastu Shastra is success dimension to management theory. *Saastric* planning enables management to prevent failures. They can replace the "trial and error" approach in vogue for centuries with "trial and success".

VAASTU SAASTRA AND ARCHITECTURE

Whenever men begin to see beauty in truth, true art will arise

----- Mahatma Gandhi.

Are the *Saastric* buildings modern and aesthetic?

Generally *Saastric* buildings are cuboids or rectangle buildings depending on the shape of the site. Every building is divided into square and rectangular rooms.

The modern trend is to build high-rise buildings mechanically. It is easy and economical to build and maintain rectangular and square buildings mechanically. Every square centimetre of space is utilized effectively in them. Furnishing of squares and rectangles is also economical and prevents waste of time and money.

Straight walls on all sides enhance the beauty of a building. They look elegant and majestic when the buildings are high. Their beauty and elegance are everlasting.

One can finely blend external beauty and *Saastric* wisdom to create peace and prosperity. One can use plenty of glass and metal to make the buildings aesthetically attractive.

But what needs to be emphasized is that for the Saasttric purpose, a site and its building together are nature's prosperity generating system. Prosperity in the widest sense includes peace, prestige, power, health and wealth.

When nature presents such an over-powering package year after year with unbroken regularity, one feels compelled to utilize it to the maximum extent. For businessmen real beauty in business is in the healthy bottom line.

A businessman's urge to succeed in a highly competitive market accords priority to Saasttric injunctions and secondary importance to the external elevation of a building. The beautiful facade of a building loses its appeal in the face of business losses or failures. People desire better elevation to their lives in the form of peace, prosperity and prestige.

COMPLAINTS OF ARCHITECTS

Architects make understandable charges against Saasttric planning. One common point of criticism is that the roads and the buildings are monotonous and there is no scope for the flowering of the creative talent of the architects in Saasttric buildings. The urge "to create something different or pleasing all the time" is suppressed. Creativity gets stifled.

They are partly right in their criticism. Freedom, in Saasttric planning comes with certain restrictions. Our approach to planning is refreshingly different. *The motivating force behind the entire spectrum of Saasttric macro-planning is to create uniform prosperity.* Monotonous/match-box buildings producing uniform prosperity are preferable to aesthetically creative buildings producing widespread failures in business.

Sometimes sheer monotonous sights are inspiring. The German autobahns are full of Volkswagen, Mercedes-Benz and BMW cars.

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Such "monotonous sights of prosperity" are common in all parts of Germany. If *Saastrik* planning assures such monotonous prosperity it is most welcome to our poverty-ridden country.

We should strive hard to create such "monotonous prosperous sights" in our country also with the help of nature. Prosperity creates a better image for a company and its management. It is more important than external elevation of its buildings.

The second charge is that the so-called *Vaastu* experts create fear in the minds of their clients and exploit it for their selfish ends.

All professions have black sheep who exploit the ignorance and gullibility of unsuspecting clients. To say that charlatans and fake *Vaastu* experts abound is to make an understatement. At the same time the potential of *Vaastu Saastra* to create widespread success in all fields of human endeavor and eradicate the centuries old scourge of the country, poverty and the ways in which it can redeem our lives should not be undermined.

Saastrik principles alone banish the fear of uncertainty and failure in business. They provide stamina and strength to stay ahead of competitors in the infinite-distance race of business.

Nature works in a fixed and wholly predictable pattern. Its constituents, the five elements, exert identical influence on different individuals or companies in similar locations. They do not alter their ways of working, according to the preferences and fancies of individuals. It is for us to comprehend their working properly and adapt ourselves accordingly. Nature is not bothered whether we utilize its influence positively or negatively. We are the winners or losers according to the manner in which we channelise *Vaastu Shakti*.

Some insight into its working may impose a few restrictions or restraints on the creative talents of architects and engineers in the larger interests of society. Architects and planners must take into

account the inescapable and inevitable influence that nature has, and convert it into a positive force and turn nature into their faithful, enduring ally

A paradigm shift in the attitude of architects and engineers is needed to blend their skills and *Saastrik* principles to build an affluent society

FUNCTIONAL ROADS TO MEET GROWING TRAFFIC DEMANDS

In *Saastrik* planning of lay outs the south to north roads are drawn on the magnetic north and east to west roads cut these roads at 90 degrees forming a grid. Naturally the roads become straight and to get better results, they are always made broad. Straight and broad roads meet the choking demands of the growing traffic in urban areas. These roads help us to save fuel, facilitate fast movement of the vehicles avoiding traffic jams and reduce the incidence of accidents

Curved roads or roads with bends and turns, though they may look attractive, are avoided in *Saastrik* planning because of their adverse effects on the surrounding areas, broadly speaking

VAASTU SAASTRA IS AN ENVIRONMENT FRIENDLY SCIENCE

The overriding fact is that *Saastrik* planning is intensely environment friendly. In strict *Saastrik* planning hardly 15% area is covered with buildings. In modern lay outs 40% of the area is earmarked for roads, parks, etc. In the plots only 25% of the area is recommended for construction of buildings. The rest of the open space can be used for parking and greenery. Lack of enough space for parking and greenery is resulting in lopsided urban development

A tree is nature's efficient climate control system. The open space can be fully used to grow trees in abundance to reduce the rigour of the tropical climate.

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Pollution preventive measures can be implemented wherever needed not only to prevent pollution of earth and water but also to create more wealth. Pollution treatment plants can be installed in the north-east quadrant lowering the level of the ground to strengthen it. In fact, polluted water or pure water acts as an invigorating tonic to the power of north-east to produce more wealth. For instance, the drainage and sewerage water of Calcutta flowing on the northern side of Taj Bengal is a source of perennial prosperity to the hotel.

Scientific pollution control measures can be adopted to augment the cash flow of any company. The treated water can be used for agriculture and aquaculture on the north and east sides to generate additional income and cultivate repeat customers. This is an effective way to sharpen the competitive edge of a company with minimum investment. Pollution control steps in tune with Vastu can prove to be a rich source of prosperity in addition to being environment friendly.

VAASTU SHAKTI, THE GREAT CATALYST

Nature, it goes without saying, is a universal catalyst. It is both positive and negative depending on the way it is used. It is dualistic and two faced -- Kamadhenu and Frankenstein. If it is used positively it converts your planning/efforts into success and precipitates profit. It transforms your dreams into reality.

Conversely, if used negatively every element can destroy your prosperity, peace and good health. At the risk of repetition it needs to be stated afresh that the elements can turn into monsters if their underlying energy is not harnessed properly.

Every cardinal element plays its role in shaping the fortune of a company. This book explains the impact of every element on the performance and prosperity of farms, factories and commercial/trading centres.

In a nutshell, if human effort is Arjuna, nature is Lord Sri Krishna in Mahabharat war, motivating him to be an achiever and coming to his rescue in critical situations. When they are together they are invincible.

When human effort and *Vaastu Shastra* are harmoniously blended together, prosperity is the inevitable result and unlimited prosperity flows out of a proper and symbiotic blending of human effort and nature.

Like the Lord in Mahabharat, nature also performs miracles everyday on this planet. It constantly converts farmyard manure, water, sunlight and seeds of vegetables and fruits into fruits and vegetables processed and packed aseptically in a very convenient form everyday for us.

We can't unravel all the mysteries of nature in the near future with our sense organs. Let us be wise and make nature a major partner in our business ventures-- a partner who does not claim a share in profit or credit for our success.

A small episode in the Ramayana has a message of everlasting significance for businessmen and illustrates the underlying importance of smaller individuals or aspects in the success of a mission.

While Sri Rama was constructing the *vadadu*/bridge across the ocean to invade Sri Lanka to rescue Sita, the best engineering designs were employed including floating bricks. One of the tiny followers of Sri Rama, a squirrel played a miniscule role in the construction of the bridge. It would collect a few grains of sand religiously by rolling on the seashore and drop them on the bridge under construction. It made its humble but sincere contribution to the gigantic task on hand.

The wise warrior that He was, Sri Rama warmly appreciated the humble role of the tiny squirrel. He affectionately patted and

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stroked his back and tail in gratitude. Hence all squirrels, it is believed, have stripes on their backs and tails as a sort of permanent reminder to us of the silent yet important role played by the squirrel.

In the battlefield of business even a small bit of help is invaluable if it comes without extra cost and effort.

EIGHT COMPELLING REASONS TO FOLLOW THE SAASTRIC PRINCIPLES

- *Saastric* suggestions sit lightly on your purse. Select a *Saastric* site and incorporate a few basic principles in the buildings/structures designed to suit and satisfy your requirements. Locate them properly to give you prosperity, peace and prestige perennially. These principles insure your business against failure without paying any premium. The one time investment in *Saastric* premises reduces annual recurring expenditure on publicity and marketing dramatically.

Saastric cost cutting measures can significantly reduce the impact of inflation on cost of production.

- Women can easily build and run *Saastric* industrial/business units as efficiently as men without neglecting their divine role of motherhood.
- Expansion in the same premises and diversification into unrelated areas are proving to be major pitfalls for many successful companies. *Saastric* principles are reliable parameters to assess risk and prevent failures. You can expand and diversify successfully with the help of *Saastric* guidelines.
- Following these principles entails no inconvenience and calls for no sacrifices. You can have all economies of scale in production, comforts and conveniences provided by modern technology. You can computerize and robotize your operations and enjoy the innumerable benefits of information technology without violating any *Saastric* principle.
- These principles help you to prevent time and cost overruns on your project if followed from the time of selecting your site and commencement of your project work.

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- You can build your project with the locally available materials to reduce costs. For *Saastric* purposes there is no difference between *Makrana* marble and Italian marble. Mother nature treats mud and marble alike because both of them are from the same source, earth.
- You can effectively use scarce natural resources by preventing wastage. Proper application of *Saastric* principles prevents the creation of non-performing assets mushrooming in the country.
- You can structure your organization according to the latest principles advocated by the *Mahagurus* of management, Eastern or Western. You can follow any corporate mantra of your choice to ensure prosperity to your company.

But I must caution you in all humility: those who depend on them solely to create prosperity ignoring nature are like the swordsmen who master fencing by practicing in madair.

I repeat that Vaastu Saastra provides the straight all-weather superhighway to peace and prosperity. If you have an alternative safer, faster and cheaper route please use it.

*Vaastu Saastra provides the most suitable software to one's unique biological computer, the brain to convert human effort and the power of five elements fire, water, earth, open space and air to create affluence everywhere. If one masters the *Saastric* principles one can convert the cardinal elements as one's faithful, hard-working and obedient servants. They work tirelessly throughout the year without holidays. They do not demand perks and privileges. There are no limits for one's growth when these elements work in tandem with one's effort.*

A FEW MYTHS DISPELLED

Vaastu Shastra has been extensively misinterpreted and misapplied forcing us to be at constant war with nature on all fronts and lose all the time. The main consequence of our failures is widespread poverty. This in turn led to foreign domination and political slavery for many centuries. Poverty destroys self-confidence and drains entrepreneurial spirit. It breeds many myths. They cloud our rational thinking and block material progress. We have become prisoners of many myths. Some of them are

MYTH: 1

Building successful companies is only a matter of chance or luck or a gamble that has paid off. This implies that everything in business is uncertain and external factors determine the future of a company. In short this means that your time, effort, investment and planning may not guarantee success of a venture.

You can build successful companies everywhere all the time by following nature-based timeless strategies of *Vaastu Shastra*. Macro-planning is the main plank of this *Shastra*. By planning industrial areas and commercial complexes or trade centres with zero defect sites any number of successful companies can be created.

Not all companies need attain national or international status. Champions, national or international are only a few. But a vast majority of companies are mid-sized. They can be engineered to be highly successful. The mid-sized companies are the real backbone of an economy. Their fortune can be made to last for many decades frontally attacking and eliminating two national problems, unemployment and poverty.

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If business is all risk or uncertainty then driving an automobile is also risky and returning home safely is equally uncertain. Your safety is in jeopardy the moment you are on the road in your car. But by designing vehicles with zero defect parts, incorporating more safety features into the vehicles, improving the quality of the roads and strictly following/implementing traffic rules the number of accidents are significantly reduced.

The number of accidents forms only an insignificant percentage of the number of vehicles plying on the roads everyday.

By taking adequate health precautions the incidence of many diseases is prevented/eliminated and high standards of public health ensured for all.

Similarly, by implementing *Saastric* principles from the time of planning lay outs, you can provide financial health to every company. Every company can be made to grow into a money-spinning venture.

It must be noted that there are bound to be a few failures in business due to mismanagement or incompetent management, or errors in making major decisions as there are some accidents on the roads due to negligent or rash driving or violations of traffic rules. But their percentage can be drastically brought down to a negligible level by providing more *Yaastu Shastra* to every plot reducing risk and uncertainty to the minimum.

MYTH : 2

Another popular misconception is that we Indians are inferior to Westerners. Hence our productivity/efficiency tends to be less always by comparison.

Nature gives equal opportunities to all people on this planet and provides a level playing field to all countries. You can easily analyze with *Saastric* parameters why a particular company is

doing extremely well in its field and why others are putting up a pathetic performance in the same field

Business casualties are common in all countries in the world. Had we planned our farms, houses and factories like the people in the West or East solely guided by convenience and economy in construction, we should have been equally prosperous. While we have been systematically violating the *Sanskritic* principles with impunity, the Westerners have been following them quite unwittingly in some cases leading to success. Similarly, violation of *Sanskritic* principles even in Western countries leads inevitably to failure. However, this is often glossed over as the law of averages ensures the success of many enterprises mainly because they adhere to the principles of *Vaastu* albeit unknowingly. But unfortunately in our country the failures are more because we have been uniformly violating *Sanskritic* principles traditionally for hundreds of years for unknown reasons. One can only say that somewhere along the road we lost track of the guiding laws of *Vaastu* and have had to pay a heavy price.

We have been locating all our houses and factories on the forbidden places, north and east halves of plots leaving more open area on the west and south sides. We literally gave licence to the five cardinal elements to really behave like *dhanuks* (the devils) to wreck our fortune and destroy our peace and prosperity.

More open area on the west and south breeds inefficiency on all fronts. We have been setting lower standards for ourselves. We lowered the bar in all fields of human activity by allowing the elements to work against us. We were moving in circles and fighting endless battles against nature. We were pushed into the background in the comity of nations. In the absence of nature backing us fully we are forced to be a third world country in spite of our rich cultural heritage and abundant natural and human resources.

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Once this pattern is reversed and our farms and factories are planned with *Saastric* principles we will equal or excel the prosperity of any other country on this planet within a few decades

All-over the developed world Indians are making a distinctive mark in almost every single area of human endeavor. Given the right *Saastric* work environment we can set higher standards for ourselves and accomplish much more

MYTH : 3

Multinational companies will destroy our Indian companies and ultimately swallow them.

MNCs have long staying power in cut-throat competitive markets because of enormous resources at their command and the huge amounts they spend on research and product development, publicity and marketing. Local competitors may find it difficult to stand up to them because of meagre resources at their disposal

Saastric principles are not based on the strength of products, personalities or resources available to a company. We should remember that all big companies by global standards started in a humble way. *Saastric* principles help the companies to produce internationally accepted quality goods and services with minimum cost, minimize recurring expenditure on publicity and marketing, and reduce wastage and rejection rate giving a competitive edge to them. As Mr. Kartanbhai Patel rightly remarked 'publicity' is only to introduce the product in the market. After the product is introduced it should sail on its own steam. High quality and competitive price provide the steam to the product. It is *Vaastu* *Shakti* that builds brand loyalty and bright image to a company.

Our market is vast and growing and there is place for many companies. *Saastric* principles provide necessary nourishment to a company and enable it to buffet the storms in the market place and tide over adverse conditions

Several textile mills in our country either closed down or fell sick without facing any competition from multinational companies. Militant and multi-trade union activities were wrongly assumed to be the main reason responsible for the closure of many textile mills. In the same industry some companies are doing extremely well. How do we explain this phenomenon replete with contradictions?

As long as *Saastrik* fundamentals are strong, your company remains strong and self-reliant by producing quality goods and marketing them by retaining decent margins. This does not mean it will elbow out other competitors in the market.

Indian companies built many Indian brands and their popularity cannot be diminished by the entry of the multinational companies. Can a foreign chain replace the Taj Group of hotels in our country? It is not likely to happen.

It is true that latest technology gives the cutting edge to MNCs but ultimately it is nature that provides the winning edge to any organization.

Nature can be leveraged by the *Saastrik* principles to create more advantageous playing field to our companies. When our companies are fully backed by the awesome power of the five angels of peace and prosperity, they can compete with MNCs in the football of business with the (trading) rules framed by them, in their home grounds and in the presence of hostile crowd and still out-class them. Are not the Japanese flooding the American market with electronic goods and automobiles? Similarly, we too can compete with developed countries, at least in some areas in the near future, if we stay in tune with *Saastrik* principles.

MYTH : 4

Industries cannot thrive in certain parts of India like Kerala due to militant trade unions.

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For every job advertised in a newspaper in Kerala thousands of unemployed youth apply. The unemployed in Kerala are as widespread and plentiful as the coconut trees there. It is almost impossible to find alternative jobs to the retrenched employees. Then, why are employees imperilling their future by indulging in militant trade union activities in some companies?

Battles between brothers and cousins for kingdoms are as old as the hills and widespread from the times of Mahabharat. We find this in a different form in the corporate world today. Militant fathers and sons are indulging in boardroom battles for control of companies. At least one militant grandfather was entangled in a legal battle in Andhra Pradesh with his worthy grandson over sharing their family fortune.

When we have militant fathers, sons and brothers fighting boardroom and legal battles for control of companies, why blame workers when they resort to questionable means to enforce their demands?

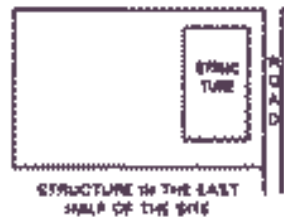
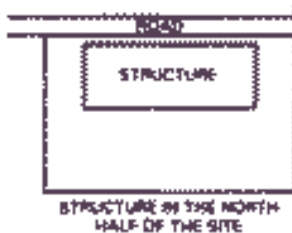
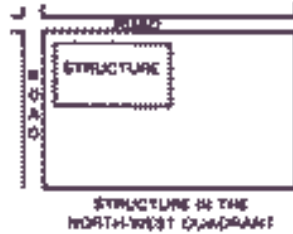
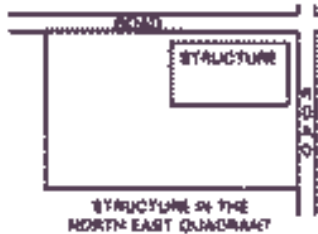
We have strong trade unions in all parts of India. Militant trade unionism is not confined to any particular area. We are witnessing violent trade union activities in many states of India.

Bajaj Auto is facing occasional trade union problems in a backward area, Aurangabad but not in Pune, where the trade union culture is deep-rooted and militant. Birla Tyres located in a backward state, Orissa has had a bad taste of violent trade union activity. Violence is a recurring ugly feature of trade union activity in Bengal.

Nature is the breeding ground for militant trade union problems and prolonged boardroom battles. Once the root cause is removed all other things fall in line. Peace and harmony will inevitably reign supreme in any business/industrial premises.

What is so special about the majority of industries in Kerala?

In Kerala traditionally the structures are located in the north-east



quadrant, north-west quadrant or on the north half and east half of the site depending on the roads. Structures built in the above places disturb the mental equilibrium of everybody in the premises. Nature's unique computers go haywire. This leads to mismanagement, hostility or inter-caste conflicts apart from confrontations with trade unions. Workers fight among themselves resulting in the hydra-headed growth of unions with conflicting interest in the same premises.

Once the traditional pattern of locating structures in the wrong places is given up and the structures are located in the south-western quadrant, peace and prosperity will prevail in all parts of Kerala.

The workers of Kerala in general are more educated, hardworking, quickly absorb new technologies to improve their skills and adapt

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themselves fast to the prevailing circumstances. *The outstanding work done by Keralites abroad in creation of wealth can be duplicated in Kerala itself if entrepreneurs follow Saastric principles.*

MYTH : 5

Another equally widespread misconception or popular half-truth is that wealth can be created only in cities like Bombay, Delhi and Calcutta and that you should have some presence in such cities to grow in business.

One can categorically say that wealth can be created in all parts of the country from Kanya Kumari to Kashmir and from Punjab to Assam:

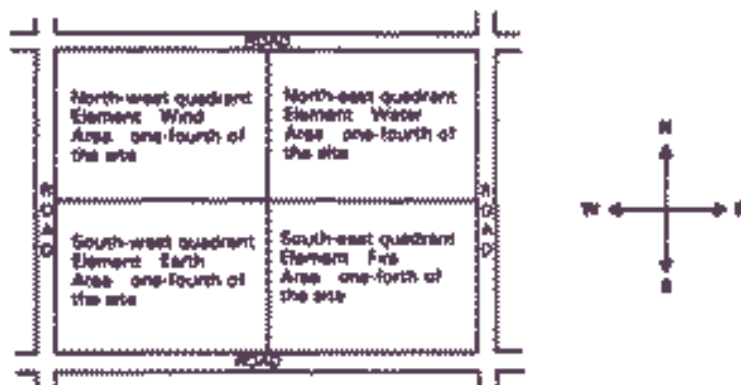
Many successful companies are thriving in rural and backward areas. The Andhra Sugars is a striking example of a company creating wealth in rural areas of Andhra Pradesh. Their Corporate Office, sugar factories and chemical plants are located in the heart of rural Andhra Pradesh, West Godavari district. TATAS are creating abundant wealth in Jamshedpur, a tribal area in Bihar. Jindal Photo Films in Dadra Nagar Haveli and Raymonds in Chhindwara, though located in backward tribal areas, are doing excellent jobs in their fields.

Do not entertain the myth that only certain cities are suitable for creation of wealth. With the advent of reinforced concrete and availability of instantaneous communication facilities wealth can be created everywhere. Every backward area can be converted into an El Dorado with the help of Saastric principles.

All the cardinal elements embody actual/potential energy. We can explode all the above myths by Saastric utilisation of their energy.

A FEW FUNDAMENTALS

A site or a plot is a minuscule part of nature. For the purpose of understanding and proper location of the buildings it is divided into four quadrants, north-east, south-east, south-west and north-west, each representing a cardinal element. North-east represents water, south-east fire (*agni*), south-west, earth and north-west, wind.



This simple division conveys a profound message. If business is transacted in buildings located in the north-east quadrant representing water, you are building your business on "watery foundations." *Your business faces darkness at noon. Your business is certain to sink in course of time.*

Those who do business in structures located in this quadrant leaving the other three quadrants open to the sky in a site create pitiable "riches to rags" stories.

If you do business in buildings located in south-east quadrant, representing fire (*agni*), your efforts and resources will be reduced to waste over a period of time. Nothing in nature can withstand the destructive power of *agni* if the buildings are placed in south-east leaving the other quadrants open to the sky.

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The south-west quadrant representing earth is the ideal/natural place for locating your structures/buildings for business. By locating the buildings in south-west, you are harnessing the power of the most important cardinal element, earth properly and creating prosperity on solid foundations.

South-west quadrant attracted the attention of even spiritual leaders to spread their message of love and compassion. Sri Raghavendra Swamy, a great Madhva saint selected the south-west quadrant for his *Jeava Samadhi, Brindavan*, esoteric name for his grave in Mantralaya, Kurnoor district in Andhra Pradesh. He assured his disciples before entering the *Brindavan* that he would be providing spiritual solace to them for six hundred years.

Sri Sai Baba's temple is located in the south-west in Shirdi. It has become a popular spiritual centre in Maharashtra. Large crowds of pilgrims throng to this temple everyday from all parts of India.

South-west quadrant in a site is the nature's chosen place to create "rags to riches" stories everywhere all the time.

If you locate your buildings in north-west quadrant representing air leaving the other quadrants open and do business in them, you are building castles in the air. You do excellent planning on paper and the plans are never grounded due to cash crunches.



For better appreciation of the role of the cardinal elements, each quadrant is divided into two equal halves as shown in the diagram.



RULERS OF FOUR DIRECTIONS - - EAST, WEST, NORTH AND SOUTH

In the ancient days scientific truths were conveyed to the illiterate through the medium of religion. Some celestials were designated as rulers of the four directions, east, west, south and north to indicate their range and importance in our lives.

A site is divided into eastern half and western half. The eastern half consists of north-east quadrant and south-east quadrant. The Lord of *Devasas Indra*, who represents power and prestige or *Rajya* rules it. He hates interference and abhors defiance to His rule. Do not encroach into His domain by building structures. It makes good sense not to interfere with His rule by keeping His domain free from any constructions. He brings prestige to your business and makes it popular and prosperous.

A single massive shed for cutting and polishing of granite is located on the western half of the site very close to the west boundary in Pokarna Granites in Nalgonda district, Andhra Pradesh. More than half of the site is open on the eastern side strengthened by a water-body in the north-east quadrant. The company is sailing smoothly in the choppy waters of international markets while the entire granite industry is reeling under the impact of the turmoil in South-East Asian countries.

North-west quadrant and south-west quadrant make the western half of a site and the ruler is *Vasava*, the Lord of rains. The western side should be raised and south-west covered with buildings so that all the rain water flows to east in general and north-east in particular to strengthen the hands of *Indra*. Water on the western side destroys wealth. Water strengthens the prosperity generating capacity of north-east. So lower north-east quadrant to conserve rain water for all-round prosperity.

Again a site is divided into two halves, north and south. North-west quadrant plus north-east quadrant make the northern half of a site.

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The ruler is Kubera, the Lord of riches and creator of *Bhagya*/material prosperity. Do not construct any buildings on the southern half. Any structure on the northern half is a burden on the back of Kubera. Do not disturb His regular work of creation of wealth by building even small structures. He miraculously converts the water and the wind of north-east and north-west respectively into cash flow continuously without rest for you. Enlarge His domain with more space on the north to widen and deepen the income stream.

The southern half of a site is south-west quadrant and south-east quadrant and is ruled by Yama, the Lord of death and destruction. Reducing the open space on the south, burdening it with more weight, raising the ground level and covering south-west with heavy structures should curb His destructive activities. These simple measures prevent financial failures and ensure self-reliance in financial matters. *These are Saastroic ways to build debt free companies.*

The caustic soda plant of Andhra Sugars at Saggonda in West Godavari district is located on the southern side of the site strengthened by a hillock on the south. The entire northern half of the site is open to the sky. The plant has additional favourable factors, *more prosperous north* and projection in the north north-east. The plant will precipitate plenty of profit to Andhra Sugars in the near future.

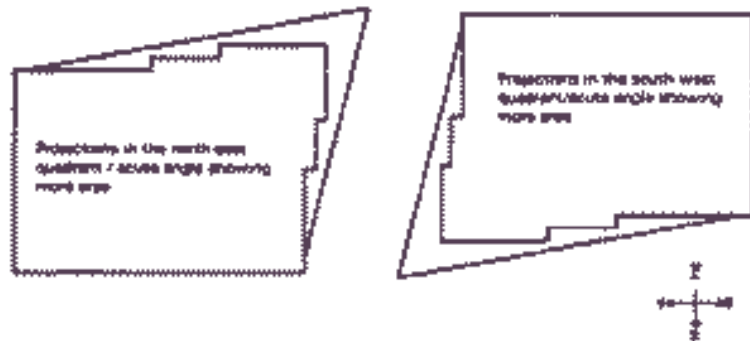
Indra, Varuna, Kubera and Yama and the four elements earth, water, air and fire are the *asthadrupals*. Hindus invoke their blessings for prosperity and happiness in all religious ceremonies.

ACUTE AND OBTUSE ANGLES OF A SITE

Vastu Sastra is a holistic science, which lays emphasis on all aspects of a location including angles, which determine fortune to a great extent.

A FEW MYTHS DISPELLED

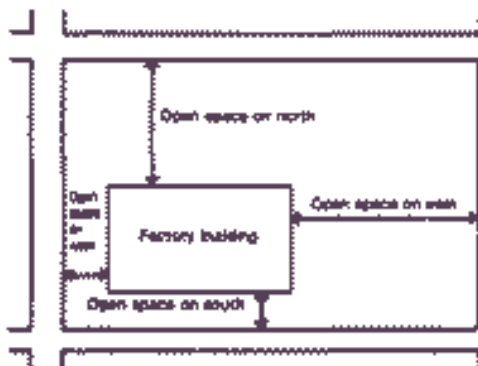
When we say an acute angle in north-east or south-west is a lucky sign of good fortune, it means the area in the north-east or south-west quadrants is relatively more than the area of other quadrants.



north-west or south-east

Similarly, when we say an obtuse angle in north-west or south-east is a lucky sign, it means the area occupied by these quadrants is relatively less than the areas occupied by the other two quadrants north-east or south-west.

SAASTRIC MEANING OF OPEN SPACE



In the illustration, the open space from the south compound wall to the north wall of the building is termed as the open space on the north side

The open space between the south compound wall and the south wall of the building is termed as

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the open space on the south side

The accepted practice is to compare the open space on the northern side with the open space on the southern side to compute *Vaastu Shakti* of a unit

In the same way, the open space between the east boundary and the east wall of the building is termed as *the open space on the east side*.

The open space between the west boundary and the west wall of the building is termed as *the open space on the west side*.

The open space on the eastern side is compared with the open space on the western side to compute the *Vaastu Shakti* of a unit

In this example, the open space on the eastern and northern sides is more

A site with clearly demarcated boundaries (like compound walls, water courses like canals, valleys or roads, etc.) and with all the man-made structures like buildings, water-bodies and basement floors, etc is considered as nature's organic unit generating *Vaastu Shakti* positively or negatively. *Nature has benevolently placed the power to control Vaastu Shakti in your hands.*

A LUCKY CORPORATE CITIZEN AS DEFINED BY TRADITION

Our traditional wisdom has it that one who has *Shagya* (material prosperity) and *Rajya* (status and standing) in society in equal proportion is considered lucky

For a company, the open space on the east represents prestige, popularity, good image, reputation, etc and the open space on the north represents assets, cash flow, peace and harmony, etc. When a company has perennial cash flow, produces quality goods and has bright image in the market, it is considered lucky

In short, the open space on the north and east acts as an active source of fortune both in terms of quality of work as well as cash flow. The open space works freely and continuously. Wisdom and prudence demand that we allow the elements, our allies, to freely generate prosperity for us.

The open space on the north and east can be compared to the two wings of a bird. When the wings are strong a bird can fly high and cover long distance in the infinite space. The open space in the north and east provides liquid fuel (cash) to your company to soar high in the sky of business and cover vast areas of fortune.

More open space on the south and west is like a potential time bomb. Defuse it by reducing the open space (on the south and west) to the irreducible minimum.

SELECT YOUR SITE FOR PERENNIAL PROSPERITY

A site is an inseparable part of nature. The mother of all your strategies for success in industry, business or agriculture is the *Saasthic* site. A *Saasthic* site is a *sine qua non* to create excellence in your chosen field. The site enables you to set the course for your growth instead of sailing with the wind. You will weather the worst cyclonic storms and reach the shores of prosperity safely when your project is located in a *Saasthic* site.

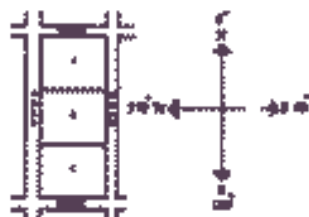
The buildings constructed with reinforced cement concrete last for one hundred years if maintained properly. So when you buy a site you are commencing your prosperity-generating plan for the next hundred years at least. Hence treat a *Saasthic* site as a permanent bounty of nature to your family for many generations.

Carefully observe the following five features while choosing and selecting a site for your brainchild.

THE FIVE FEATURES

1. The position of the site with reference to the magnetic north. The magnetic north is not visible to the eye but is indicated by the magnetic compass. What is pulse to a human being is magnetic north to a site. It indicates the general state of health of a site to produce prosperity.

(a) The time honoured practice in our country from ancient days in planning residential and public areas was to lay the south to north roads on the magnetic north. The east to west roads would intersect the south to north roads at right angles forming a network of squares and rectangles.



SELECT YOUR SITE FOR PERENNIAL PROSPERITY

This principle was strictly implemented in building all the ancient temples in South India. Most of the famous wealthy South Indian temples have roads on four sides. The roads on the east and west sides would be formed invariably on the magnetic north. This can be stated in a different way for more clarity. The east and west compound walls of the temples are on the magnetic north.

This time-tested principle was adopted broadly by the Americans in planning their affluent cities.

This principle was faithfully followed in all the magnificent buildings built during the Moghul period. The irresistible attraction to foreign tourists, Taj Mahal in Agra was also built incorporating this principle. The architects rightly chose the south bank of the river Yamuna to provide *Vaastu Shakti* in abundance to the whole complex.

When Quli Qutub Shah wanted Hyderabad to be a city unparalleled in the world and a paradise on earth, his architects and city planners adopted the same planning in the old city of Hyderabad. The roads around Charminar and up to Madina Hotel were formed in the above pattern. Even after 408 years every square centimetre of the roads around Charminar is brimming with economic activity. A small area with these roads around Charminar is like an island of prosperity in a vast sea of poverty prevailing in the old city of Hyderabad.

The streets were planned in a similar way in the Pink City of Jaipur. Jaipur has always been known for its wealth and opulence. The rulers of Jaipur avoided wars paving the way for peace and prosperity to prevail in the state.

There is a glaring contrast in the way the highways are planned in the US and Germany. The highways in USA are straight and the major roads in the cities are laid on the magnetic north but the autobahns in Germany ignored these vital aspects in the

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road planning. The ingenious Americans never allowed any wars to be fought on their own soil. They always made sure that wars were fought on others' soil benefiting their business and industry directly or indirectly.

We can say without contradiction, if all other factors are normal, the roads formed on the magnetic north ensure enduring success to human effort. Sites with zero degree magnetic north have lasting strength to produce wealth. They have an inherent trait to prevent delays in construction and completion of projects.

These roads can be termed as *prosperous roads* and zero degree magnetic north can be termed as *prosperous north* for clarity and understanding.

The Faridabad Industrial Area and Sanathnagar Industrial Estate in Hyderabad, are two good examples of sites planned with zero degree north.

All the TVS companies at Paadi in Chennai are enjoying the permanent beneficial influence of zero magnetic north. Paadi is a big source of fortune to TVS group.

Your first step to create affluence is to select your plot/site in an area with prosperous roads or prosperous north.

- (b) What will happen if the magnetic north tilts towards the rising



sun or the south to north road tilts to the north-west in a particular area?

SELECT YOUR SITE FOR PERENNIAL PROSPERITY

This can be stated in a different way for the purpose of easy understanding. As you walk on the road from south to north if the road goes to the left and magnetic north goes to the right or to the direction of the rising sun, then we can term it as *more prosperous north*. Nature creates more prosperity in such areas. You reap more rewards for less efforts. You get generous bonus from nature year after year in the form of higher profit.

Roads with such *more prosperous north* can be termed as *more prosperous roads*. By adopting this principle in macro-planning, the inherent strength of every plot is enhanced. The *more prosperous north* sharpens your company's competitive edge. In a shakeout in an industry, it provides you with unshakable support to hold your own. Every business venture can share the abundant blessings of nature by incorporating this cost-free timeless principle in planning industrial and commercial layouts.

The roads in Chandigarh City, NOIDA and Jeedimetla industrial estate in Hyderabad are *more prosperous roads* with the *magnetic north* 30 degrees tilting to the rising sun.

In Asia Coffee located in Toopran near Hyderabad, the magnetic line is 30 degrees *more prosperous north*. The unit is fortified with hillocks on west and south. It enjoyed the unique distinction of exporting the entire first year production including the first batch to the quality conscious markets in the West.

In *Eenadu* at Somajiguda, Hyderabad, the *more prosperous north* is 20 degrees. *More prosperous north*, elevated south-west outside the boundary and a single massive multi-storeyed building in the south-west is a mighty combination to produce unrivalled prosperity and prestige. The top floor of the building is in 'L' shape covering south and west like rich ice creams on fresh fruit salad. It is no wonder that *Eenadu* is in the forefront of Indian newspaper industry. *Eenadu's* prosperity curve will

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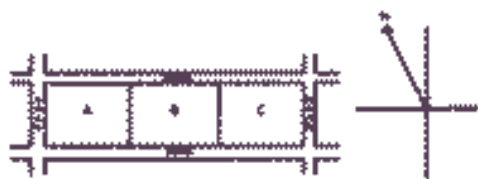
now to north north-east with the completion of massive multi-storied buildings now under construction in the south-west area.

In SPIC's corporate office in Chennai the *more prosperous north* is 20 degrees.

The corporate headquarters of the 121 year young venerable English daily, *The Hindu* is strengthened by 40 degree *more prosperous north*.

These examples illustrate the successful application of a fundamental principle of *Vastu* unknowingly *More prosperous roads* engineer affluence everywhere. They act as corporate escalators. Our planners should lay *more prosperous roads* everywhere to create ubiquitous prosperity in our country.

- (c) What will happen if the magnetic north tilts to the setting sun or



the magnetic north tilts to the left and road tilts to the right side as you walk on the south to north road?

This can be termed as *less prosperous north* and the roads as *less prosperous roads*.

In general prosperity/economic activity will be less in such areas. Nature discriminates against them. Nature shows step-motherly attitude to compasses located in such areas. You get less reward for more efforts.

SELECT YOUR SITE FOR PERENNIAL PROSPERITY

Less prosperous north in a site is like a defective organ in a human body. One weak organ can reduce the physical efficiency of a human being. If you own a unit on *less prosperous roads* you have to expend more time, energy and investment to compete successfully with units located in *prosperous roads* or *more prosperous roads*.

Gandhi Nagar (near Ahmedabad) and the Electronic Industrial Estate nearby are planned with the magnetic north 30 degrees tilting towards the setting sun. In Chandigarh the magnetic north is 30 degrees tilting towards the rising sun. In Ahmedabad the south to north roads are planned on 0 degree magnetic north. It is visible to everybody that economic activity/prosperity is more in Chandigarh and Ahmedabad.

In Bollaram Industrial Estate near Hyderabad the *less prosperous north* is 40 degrees and in Dabri near Delhi it is 30 degrees. In these industrial estates we find more non-performing companies.

To prevent the birth of handicapped companies and to save time and capital, planning of *less prosperous roads* should be given up. Each negative degree impacts on the bottom line though it is not possible to quantify it. It is a permanent debilitating factor. In the competitive world of business a few degrees tilt of the magnetic north towards the setting sun can upset all our meticulously planned strategies.

In a nutshell, always select a site surrounded by *prosperous roads* or *more prosperous roads* to create abundant prosperity with less capital, effort and time.

2. ROADS – ARCHITECTS OF PROSPERITY

The second feature to be taken into account, after considering the magnetic north with reference to your plot, are the roads abutting your plot and their formation in the lay out. The number of roads

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abutting your plot has an important bearing on the bottom line of your company. Road aspects, good or bad also affect its working.

It is appropriate to describe roads as harbingers and architects of prosperity for any company.

Roads perform two vital functions:

- (a) Roads strengthen the ability of a site to generate wealth.
- (b) Roads act as buffer zones to protect your company from external influences and fluctuations in the market and prolong its longevity.

The more the number of roads abutting the site the more is the ability of the company to generate wealth and withstand harmful market conditions.

Nature has placed this affluence creating opportunity squarely in the hands of our planners. Individually it may be difficult for an entrepreneur to create plots with three roads or four roads to generate more wealth. But industrial estates and commercial areas can be planned to get the maximum advantage from nature for every plot. We can create many mini but better Manhatans and small Silicon Valleys everywhere in all parts of India by utilizing the dependable service of nature's architects of prosperity, roads.

By giving four roads or three roads or at least parallel roads to every unit in industrial or commercial centres we can create cash rich companies on a mass scale.

D.L.F. Company of Delhi created the infrastructure to produce millionaires on a mass scale by providing parallel roads to every house in their colonies in South Delhi.

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The DLF Company sold 57,000 plots in 27 colonies in South Delhi. Every plot has parallel roads. The affluence in general in South Delhi is on par with that of any other city in the world.

This type of affluence generating planning has no parallel even in cities like Frankfurt, New York and San Francisco.

Even this planning of South Delhi can be improved further by providing only straight and *prosperous or more prosperous roads* in every colony. Better mini editions of South Delhi can be built in all parts of the country with *Sansric* planning.

In terms of increasing the wealth creating capacity of a site,

- ☑ Two side roads (of a corner plot) are better than one road.
- ☑ Parallel roads are better than two side roads.
- ☑ Three roads are better than parallel roads and
- ☑ Four roads are better than three roads.

To understand the role of roads in speeding up maximization of wealth, you can compare a plot with a single road to a passenger train and a corner plot to an express train. A plot with parallel roads or three roads is like a super fast express and a plot with four roads is like a Shatabdi express.

An extra one-time investment for a plot with four roads or three roads or at least parallel roads endows you with advantages that will lead an impetus to your production and marketing strategies, giving you the optimum mileage for every rupee spent far beyond your wildest dreams.

Any one can easily follow the surefire strategy for outstanding success. Select a square plot with *prosperous roads or more prosperous roads* on four sides and locate all the structures in south-west. All your plans take practical shape within a short time.

APPLIANCE EVERYWHERE ALL THE TIME

AGNEYA (SOUTH-EAST) CORNER PLOTS

Mudragada Rama Rao made a very significant contribution to *Vaastu Shastra* by enlightening us about the power of roads in shaping our fortune and future. He stated that all corner plots have an inherent strength to create more wealth with the sole exception of *agneya* corner plot— a plot with roads on south and east sides. This is a fragile combination for business ventures. In a majority of cases the *agneya* corner plot is proving to be a liability in business.

A square plot is an exception to this rule. A square plot with elevated west has the natural strength to create more wealth.

Even a square plot in the *agneya* corner becomes weak if its area is smaller than that of its neighbouring plots on western and northern sides.

The safest precaution is not to select an *agneya* corner plot when the risk factor is high in your business.

In macro-planning, how does one eliminate plots with *agneya* corners?

The solution is simple. The lay out need to be planned with parallel roads to every plot in industrial and commercial areas as DLF had done in Delhi. In such lay outs the corner plots have three roads. This is a practical and cost-effective *Shastric* strategy to create performing national assets everywhere unlike our failure-prone industrial areas.

Corner plots create more wealth in general. About 90% of the ITC Hotels in Hyderabad city are located in corner buildings. These hotels are crowded with customers from morning to midnight.

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PARALLEL ROADS

The significance of parallel roads has to be stated citing a few examples. For instance, Vijai Electricals at Balanagar has parallel roads on the east and west. This unit effectively uses space on the south and south-west by high-rise heavy buildings creating vast business. They acquired more open space in the north-east direction across the road to accommodate their growing operations.

This *Saastrix* unit at Balanagar provided the financial means to Vijai Electricals to put up the biggest Amorphous Metal Transformers (AMT) plant near Hyderabad at Rudraram outside the USA.

Chand & Company, a leading book publisher in India located in Delhi has parallel roads on south and north.

In Bangalore, a well-known vegetarian restaurant Mavilla Tiffin Rooms has parallel roads on east and west. This small restaurant has set high standards for quality South Indian dishes. It is a favourite place for tourists to taste delicious South Indian food.

The registered office of TVS in Madurai has parallel roads on east and west.

The Hindu daily in Chennai has parallel roads on north and south with *more prosperous north of 40 degrees*.

Three Swedish multinational companies in Pune, Sandvik, Atlas Copco and Alfa Laval have parallel roads, one road on the east with *more prosperous north* and the railway line on the west. The railway line is treated as a road for *Vastu* effect.

SPIC's Corporate Office in Chennai has a road on the southern side and the rail track on the north. This office has *20 degree prosperous north* and projection in the north-east. A portion of south-east is

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occupied by a separate venture, a petrol bunk. This feature empowers north-east to produce more prosperity to SPIC.

The Global Trust Bank in Hyderabad has parallel roads on south and north with zero degree north.

In the temple town of Tirupathi, two very popular hotels are strengthened by this road formation. Bhimas restaurant has three roads on the west, north and east. Mayuri hotel has a road on the north and the rail line on the south. The hotel is built totally on the west compound. These two hotels do brisk business throughout the year and can be seen as clear illustrations of the concept of parallel roads.

THREE ROADS

One can speak of the ventures of the three road concepts and cite several useful examples to substantiate this point.

The Times of India in Bombay, the Bombay Stock Exchange, the Income Tax Office in Calcutta, Hotel Dwaraka and U-Foam in Hyderabad are a few prominent examples of the three road concept. Madina Hotel, a landmark in Old City of Hyderabad, is located in a building with three roads.

Bombay Stock Exchange in Dalal Street has roads on three sides, east, south and north.

The Times of India in Bombay, has roads on three sides, east, south and north.

Similarly, *Andhra Jyothi*, a Telugu daily in Hyderabad has roads on three sides, east, south and north.

U-Foam factory in Sanathnagar, a very popular brand a few years ago, has roads on three sides, south-east and west.

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Alfa-Transformers in Bhubaneswar, a successful transformers manufacturing unit, has roads on three sides, south, east and west

Another unit belonging to the same group, **Gipsona Medicares**, has roads on three sides, east, south and west

Dare House, the Corporate Headquarters of Parry's in Chennai has roads on three sides east, south and west

The **Yaaboda Super Speciality Hospital** in Hyderabad has roads on three sides and projection in north-north-east. The hospital achieved break even in the very first year and went for expansion in the second year

Pragathi Offset Pvt. Ltd in Hyderabad with three roads on west, south and east is adjudged as the best art printing press in India. The site is higher on the west side and the building is also elevated on the west. These *Sanziti* features coupled with *more prosperous north* have made it the favourite place for all connoisseurs of beautiful printing in Hyderabad

FOUR ROADS

In our country only a few big companies and corporate offices have roads on four sides or all sides. Roads on four sides strengthen a plot to create maximum prosperity and the prosperity in such companies remains unchanged for many centuries, if the roads are not disturbed. India's oldest, largest and best-known conglomerate, **TATAS** have their Corporate Headquarters in **Bombay House** surrounded on four sides by roads. **Hotel Taj**, **Oberoi Towers**, **Centaur Hotel** in **Mumbai Airport**, **Income-Tax Office**, **Glaxo Company** and the **National Stock Exchange** in **Mumbai** have roads on four sides. **VST Limited** and **Engine Valves** in **Medchal Industrial Estate** in **Hyderabad** have roads on four sides

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The Dredner Bank in Frankfurt has roads on four sides with the high-rise building on the west. The Mercedes-Benz passenger car manufacturing facility near Stuttgart has roads on four sides.

ROAD ASPECTS

What are road aspects?

When a road from the opposite direction joins the road abutting a plot or ends with the plot, the road from the opposite direction strengthens or weakens the plot depending on the direction. The 'influence/effect' of the road from the opposite direction on a plot can be termed as road aspect.

The road aspects are beneficial or harmful depending on the direction they come from. The road aspects from north, north-east and east are accelerators of progress. They act as boosters to foreign trade. They build bright image for your company in the market. So grab such plots.

The road aspects on the north-east corner from the east and north are the most beneficial.

Avoid a plot with road aspects from south, south-west and west side except west north-west side. These road aspects have decelerating effect on one's business. They act as real road-blocks.

The road aspects on the south-west angle from the south and west are the most harmful.

3. SHAPE OF THE SITE/PLOT

The shape of the site is another essential principle to be considered while selecting your site. The shape of the site makes or breaks your future. It is accepted by all that square plots are the best to strengthen your competitive advantage.

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The gestation period for your project located in a square plot gets slashed to the minimum. If other *Saxtric* factors are also favourable, your project should take off from the day you start your commercial production in such a scenario.

A square plot has more strength and resilience than one can guess, and turns out to be a winner always if other factors are equal.

A cursory look at any shopping area will reveal how shops with square shape do brisk business throughout the year.

Square plots strengthened by *prosperous or more prosperous roads* go a long way in eliminating the scope for malpractices in business. Business ventures located in square sites strengthen the moral fibre of the society by their exemplary behaviour as corporate citizens.

Have you seen ten square plots in one industrial area with four *prosperous roads or more prosperous roads* anywhere in our country? I have yet to see such *Saxtrically* planned areas to produce abundant wealth. Our country urgently needs thousands of such plots to eradicate poverty and unemployment.

For first venture entrepreneurs a square plot is a must to help them taste the sweet fruits of success from the very beginning.

The *sacrum sanctorum* of any Hindu temple is a square. The base of pyramids and Taj Mahal is a square. This principle was widely followed during the rule of *Mughals* to build magnificent monuments.

The asbestos division of Visaka Industries and Krishna Rock Drills in Hyderabad are located in square plots.

After a square the next best plot is a rectangle. As a square becomes a rectangle, its inherent capacity to generate wealth gets diluted. An increase in the ratio of the sides erodes its strength. The ratio of the sides should not be allowed to go beyond 1.2.

Companies located in plots exceeding 1:2 ratio and surrounded by *less prosperous roads* or bad levels become victims of tardy progress and stunted growth and are characterized by sluggishness.

The combined effect of two or more weak factors can upset your calculations, and plans for the future of such companies can go awry. The low *Vaastu Shakti* of such plots acts as hindrance to the development of such companies, and they fail to grow at a healthy pace.

TRIANGULAR PLOTS

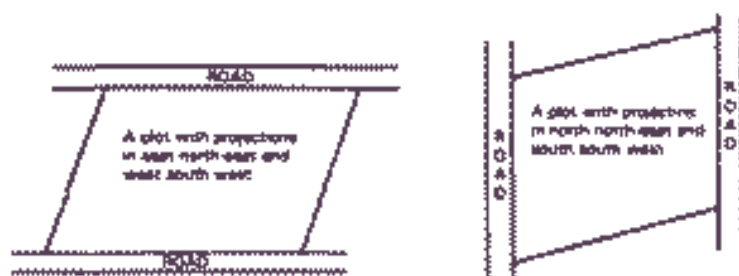
Triangular plots spell disaster. They are fraught with danger and bring unmitigated misery to the owners. Do not touch a triangular plot even with a bargepole. A triangular plot epitomizes failure. Rich experience, special talent, hardwork, political clout and state-of-the-art technology will not change the savage nature of a triangular plot to destroy wealth, prestige and peace of mind of its residents. I have yet to see a flourishing institution in a triangular site. A 24 carat example of failure is the Bharat Diamond Bourse located on a triangular plot in Bandra-Kurla complex in Mumbai.

PROJECTION IN SOUTH-WEST/ACUTE ANGLE IN SOUTH-WEST

Experts and scholars of *Vaastu Shastra* entertains an erroneous notion that there should not be an acute angle (less than 90 degrees) in south-west or projection in the south-west quadrant.

When the angle is acute or when there is a projection in the south-west quadrant it means its area is relatively more than the area of north-west or south-east quadrants.

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By common consensus, we agree that an acute angle in north-east or projection in north-east quadrant is excellent and bodes well for the site owner. This means the area in the north-east quadrant is relatively more than the area of north-west or south-east quadrants.

It is commonly agreed that relatively smaller areas in north-west and south-east bring more prosperity. This would basically mean the area in the north-east quadrant is more than the area of north-west or south-east quadrants. This would also mean that the area in the south-west quadrant is more than the area in north-west or south-east quadrants.

Relatively more areas in north-east and south-west quadrants create more prosperity. More area for the two elements, water and earth represented by north-east and south-west respectively are considered lucky features of a plot.

Conversely more areas for fire (south-east) and wind (north-west) are seen as unlucky features of a site. They undo all our planning and destroy prosperity. This is an aspect that one can ignore only at one's own peril.

It may not be incongruous to mention here that for many students of *Vaastu Shastra*, this looks like a deviation from conventional theory. In effect this is not a deviation but a correct understanding of the theory.

All angles have two arms. Take the case of an obtuse angle in south-east in a site. This means that the area in the south-east quadrant is less.

The area in south-east quadrant can be less on the eastern side or southern side or both the sides. When the area is less in east south-east, it means there is a projection or relatively more area in the east north-east. All pundits consider it as lucky/suspicious.

Similarly, when there is smaller area in south south-east, it would mean that the area is relatively more on south south-west. *As a relatively smaller area is preferable in the east south-east, a relatively less area is also preferable on the south south-east. This in turn would mean that as more area relatively in the east north-east brings good fortune, more area relatively in the south south-west also bodes well.* In effect both are welcome features of a plot that is endowed with nature's benevolence in exceptional terms.

When we say that relatively smaller areas are preferable in east south-east and south south-east, it amounts to saying that relatively larger areas are preferable in east north-east and south south-west. This one can say is a matter of perception— one can allude to the oft-cited example of the cynic or the pessimist who would describe a bottle filled to half its size as half empty, just as an optimist would call it half-full. Neither is wrong but perception alters the conclusion turning it on its head.

Confusion arises when the same fact is presented differently. While these experts agree with the first part of the statement, on a projection in the east north-east they tend to view the second part on a projection in the south south-west differently.

To illustrate my point on this feature I have listed out a few prominent examples of industrial units:

1. Spartek, a ceramic tiles manufacturing unit near Tirupathi with sparkling performance has a projection in the west south-west.

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This unit proved to be a big source of fortune to the promoters, first generation entrepreneurs

2. Glaxo company in Mumbai has a projection in west south-west
3. L. V. Prasad Eye Institute in Hyderabad has projections in the south south-west and east north-east. This is recognized as one of the top eye-care institutes in the world. This growing Institute is expanding its activities by establishing six eye-care centres in the backward areas of Andhra Pradesh.
4. Andhra Sugars (Chemical Division) in Kovvur has a projection in west south-west, roads on all sides and Godavari River on east. This is a very successful company running for decades without industrial unrest or dramatic shifts in business fortunes.
5. Ashok Leyland factory at Ennore near Chennai has a projection in west south-west. The prosperity of this unit was responsible for expansion of capacities in other locations.
6. Tata Steel Building in Calcutta has acute angle in south-west or projection in south south-west.

Let us now go to the other angle, north-west

When north-west angle is obtuse (more than 90 degrees) the area in north north-east can be more than the area in north north-west or the area of the west south-west can be more than the area of the west north-west. Or both the areas on north north-west or west north-west can be less than the areas of north north-east and west south-west depending on the obtuseness of the north-west angle. This is a prominent pointer to the financial health of a company.

Hindustan Lever Ltd. has an obtuse angle in north-west in their Corporate Office in Mumbai. Gemini Graphics in Bidar and Mittal Steels in Bangalore have obtuse angles in north-west and acute

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angles in north-east and south-west. A heavy RCC structure in south-west quadrant and the three profit generating angles are enabling Gemini Graphics to run the business without availing working capital loan from banks.

The general perception of all experts is that less area in the north north-west is lucky because relatively the area in the north north-east is more. In the same way, a smaller area in the west north-west is also considered as a symbol of good fortune. This would mean that relatively more area in west south-west is lucky for any plot.

To convince the readers a few more examples of eminent people who excelled in their professions are given below.

1. The house of Dr Prithap C Reddy, Chairman of Apollo Hospitals in Chennai has projection in south south-west. The site of Apollo Hospitals in Chennai has projection in west south-west. This hospital has laid strong financial foundations for Dr Reddy to build a chain of hospitals in India and abroad.
2. The house of Padman Ramesh Gelli, founder of Global Trust Bank has projections in south south-west and west south-west with steep fall in north-east in Banjara Hills, Hyderabad.
3. The house of late Sri H R. Basawaraj, a wealthy industrialist in Bangalore has projection in west south-west strengthened by a dead-end road from north north-west.
4. The house of Sri M. Rajasohan Reddy at Jubilee Hills, Hyderabad, a leading contractor and one of the highest payers of income tax in Andhra Pradesh has projections in west south-west and south south-west (acute angles in north-east and south-west).
5. The house of Sri T. Subbarami Reddy, Member of Parliament, a leading contractor and industrialist in Hyderabad has projection in west south-west. His money spinning twin theatres,

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Maheswari and Parameswari have projection in south south-west

- 6 The house of Jais, promoters of Pokarna Granites and distributors for Raymonds in South India, located in Secunderabad has projections in west south-west and south south-west (two acute angles in north-east and south-west)
- 7 The house of Sri V K Rao, former Chief Secretary of Andhra Pradesh has acute angles in north-east and south-west in Srinagar Colony, Hyderabad

To sum up, projections or acute angles in the north-east and south-west are additional strengthening factors which tend to produce more prosperity in a plot. The south-west represents the most important cardinal element, earth. Forgetting this simple truth, many authors and *Vaastu* experts led people to believe that the south-west represents *Naruthi*, a *Rakshasa*, creating a needless, widely prevalent scare. This appears to be the main factor for forcing people to abandon south-west quadrant for locating houses and factories, as a rule in all parts of India, except in the land-starved urban areas. Over the years, the rule became an established and honoured tradition throughout the country.

The south-west quadrant represents the area to be fully utilized, constructed and lived in a site. When we willfully keep the south-west open and construct buildings in other quadrants, we are at constant war with nature. And this amounts to creating endless problems for us, losing peace of mind and inducing avoidable stress. The net result is universal poverty and a squalid life for the vast majority of the people.

The south-west quadrant works as an angel of peace and prosperity when its area is relatively more, its level higher and covered with structures. With larger, taller and heavier structures south-west produces peace and prosperity beyond our wildest dreams.

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If the area is relatively less in south-west, its level lower and open to the sky it really behaves like a Rakhasa and causes untold miseries. The best of human inputs such as hard work and business strategies backed by the latest technologies will be of no avail against the invincible power of the open south-west quadrant.

Geometrically the north-east and south-west angles can be right angles (90 degrees) or acute angles (less than 90 degrees) *Acute angles are better than right angles in these two cases*

Conversely the north-west and south-east angles should be right angles or obtuse angles (more than 90 degrees) *Obtuse angles are better than right angles in these two cases.*

In other words, a plot can be a rectangle or a square with four right angles or it can be a parallelogram with two acute angles in the north-east and south-west and two obtuse angles in south-east and north-west

GOMUKHI PLOTS

It is essential for us to have a basic understanding of some of the shapes and kinds of plots and their impact on our business

What about the plots which are neither squares nor rectangles but termed as *Gomukhi* and *Shermukhi* plots?

Plots with acute angles (less than 90 degrees) or projections in north-east and south-west are traditionally called '*Gomukhi*' plots. This means that these quadrants have relatively more area. Plots with acute angles or projections in north-west and south-east are named *Shermukhi* plots. This implies that these quadrants relatively have more area

Ours being a society with a long history of oral traditions, many *Saastric* truths were spread by word of mouth in the ancient times. To convey the *Saastric* message effectively to the illiterate rural

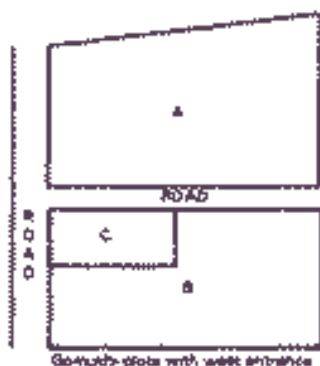
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people, the shape of the plots were compared to the faces of cows, tigers, etc. To the common folk a cow symbolizes prosperity, whereas a tiger induces terror—it kills people and cattle and spreads fear and panic. *A site with the potential to engender prosperity for all time to come is called Gomukhi.*

In course of time the true *Saastrik* concepts got thoroughly watered down and came to be misinterpreted and distorted, leading to severe adverse consequences for many people. In many parts of North India a plot with a narrow front side and wider rear is considered as a *Gomukhi*, without reference to the magnetic north. Needless to reiterate, this is a fallacious and half-baked view, and can spell disaster, if followed blindly, without taking into consideration the magnetic north.

The shape of a plot is categorized as Gomukhi or Shermukhi with reference to the magnetic north and not from the width of the sides in the front and rear.

Some of the guiding principles relating to *Gomukhi* sites keeping the "front and rear" approaches in view are listed here:



1. When you enter a plot from the west side if the front side is narrow and the rear side is wider making an acute angle in the north-east (or by separating some area in north-west quadrant, plot C) then the plot is *Gomukhi* as shown in the diagram.

The Birla building in Calcutta is a good example to illustrate this view-point. There is a projection in the north north-east cutting off some area in north-west.

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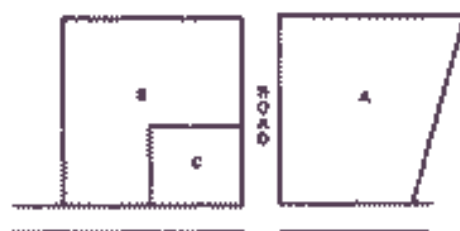
The Indraprastha Medical Corporation (Apollo Hospital) in Delhi is a double Gometi plot with some area missing in the west north-west and an acute angle in the north-east (with more area in east north-east)

The Kumaran Stores in Chennai has projections in north north-east and west south-west (some area is cut-off in east south-east and west north-west) This leading cloth stores in Chennai employs about 600 salesmen in one building.

Chermas in Abids, Hyderabad has projection in west south-west This is the most popular garment stores for the middle class in Hyderabad



2 Similarly, when you enter a plot from the south side if the front is narrow and the rear section is wider making an acute angle in the north-east (or by separating some area in the south-east quadrant) then the plot is Gometi as shown in the diagram

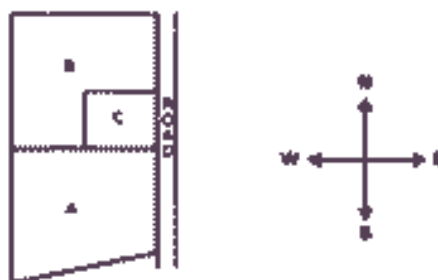


Gometi plots with south entrance

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SPIC Corporate Office in Chennai and MTAR factory at Balanagar in Hyderabad are good examples of such *Gomukhi* plots

3 When you enter a plot from the eastern side, if the front side is narrow and rear side is wider making an acute angle in the south-



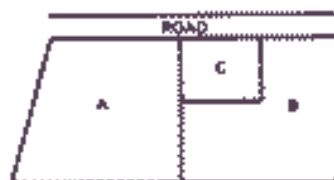
Gomukhi plots with east entrance

west (or by separating some area in south-east quadrant) then the plot is *Gomukhi* as shown in the diagram

The Aurobindo Eye Institute in Madurai City is *Gomukhi* with some area in south-east used by others

The Reserve Bank of India building in Hyderabad and the Income Tax building in Mumbai are good examples, which bear this viewpoint

4 When you enter a plot from the northern side if a part of north-west quadrant is excluded or the south-west forms an acute angle making the front side narrow and rear side wider, it becomes a *Gomukhi* as the illustration suggests



Gomukhi plots with north entrance

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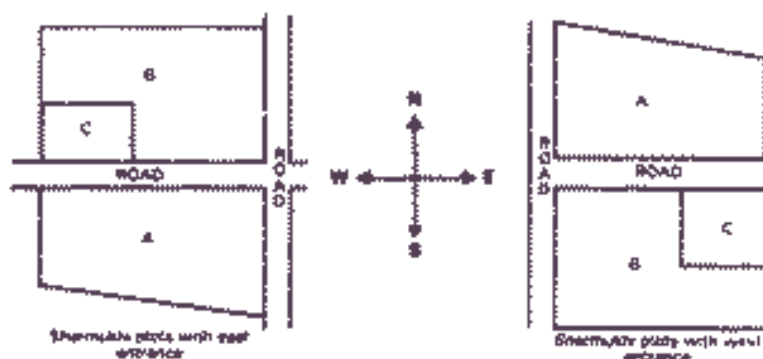
OCM was an illustrious example of a *Gomukhi* site in Amritsar before it expanded its site towards south-east

In all the four examples the plots A and B have less area either in north-west quadrant or south-east quadrant Plot C is unlucky because it is occupied by another plot on two sides

The notion of "front and rear" approach can land entrepreneurs in serious trouble For a plot with entrance from north, addition of some area in south-east is considered as suspicious according to the "front and rear" approach This is an absolutely wrong interpretation of a *Saastric* principle and a wholly distorted perception based on a fallacious, illogical extension of an essentially good principle

SHERMUKHI PLOTS

The distinguishing features of *Shermukhi* plots are clearly spelt out by *Vaastu Saastra* According to *Saastric* principles if the area of a plot either in south-east or north-west quadrants is more than the area of other two quadrants, north-east and south-west, then such plots are called *Shermukhi* plots

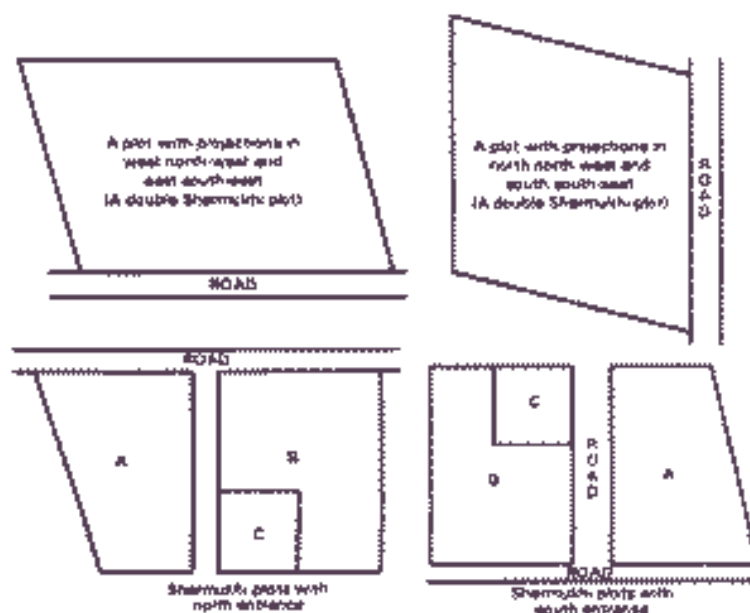


SELECT YOUR SITE FOR PERENNIAL PROSPERITY

A *Shermukh* plot can have projections either in the south-east or north-west or both. Projections or acute angles both in south-east and north-west are doubly dangerous. These plots tend to destroy the fortune and profit generating capacity of a site from day one.

A plot with projections in north-west and south-east quadrants is a picture of disaster. All the waters of Ganga cannot erase the red ink liberally used in the account books of the companies located in the above plots.

Such plots can be termed as "*double Shermukh*" plots. Politely reject such plots even if presented on a golden platter. Such plots are endowed with self-destructive nature.



AFFLUENCE EVERYWHERE ALL THE TIME

Combine one or two more weak factors like slopes to west or south and less prosperous north to the *Sherwafki* plot. Nothing needs to be done to court disaster. In such cursed plots human effort is helpless to prevent erosion of wealth in all possible ways.

The *Sherwafki* plots are jinxed from the very beginning. Companies built in such plots without exception become non-performing assets and hence national liabilities. The only way to prevent the birth of such liabilities is to prepare lay outs with squares and rectangles.

4. LEVELS OF THE PLOTS

The fourth important principle of the site, which affects the bottom line, is the levels of the land inside and outside your boundary on all sides.

If the land is flat or the levels of the four quadrants are equal, and the levels of the land outside the boundary are also the same, then such plots are ideal to create more wealth.

If the level in your site is highest in the south-west quadrant and lowest in north-east quadrant it has enormous potential to convert your vision into a reality at a fast pace.

If the western side of the site is higher than the eastern side, growth is destined to be faster and this will be reflected in the image and quality of the products and their inevitable success.

The watch division of Titan Industries in Hozur is a timely example to substantiate the above principle. *The descending slope of the site from west to east is very steep. This strong natural feature along with heavy buildings in south-west quadrant has powered the Watch Company to market leadership. Two roads on north and west and projection of the site is east north-east are other contributory factors to make Titan, a jewel among Indian brands.*

SELECT YOUR SITE FOR PERENNIAL PROSPERITY

The jewellery division of Titan Industries manufacturing Tanishq Jewellery is not backed by positive *Vastu Shakti*. The steep rising slope from west to east and two roads on south and east have weakened the prosperity generating capacity of the unit to a great extent. All the finely honed skills and strategies of the marketing staff cannot remove the barriers erected by nature in their marketing path. The marketing staff should struggle hard to maintain the status quo in sales.

If the southern side is higher than the northern side, the site is a well-spring of prosperity and is bound to ensure uninterrupted success.

In a way all these principles can be combined and stated thus -

For the best results your plot should be highest in the south-west quadrant (both inside and outside the boundary), the south-east and the north-west quadrants should be equal and the north-east quadrant should be lowest (both inside and outside the boundary).

The outside levels also determine the fortune of your company. If a plot has hills on south and west, a river or valley on the east or north you can pay king's ransom to secure such a plot.

Conversely, if the north-east quadrant is highest and the south-west quadrant lowest, you will have an up-hill task in building successful business in such sites. Nature will tire you and wear you out mentally, physically and financially.

If the level of the land on the south and west outside your boundary is lower, you are on a slippery slope.

If the eastern side is higher than the western side, the quality of products manufactured and marketed is bound to suffer with profits falling drastically.

AFFLUENCE EVERYWHERE ALL THE TIME

If the northern side is higher than the southern side your expenditure is likely to go up dramatically unless there are other neutralizing Socratic features. Reject such sites to save your investment.

The APSEB has a small hillock on the north side. The high-rise buildings now under construction on the north side (outside the boundary) give high voltage shocks to the bottomline of the Board in the coming years. All the strategic moves of the Board to generate more income will trip badly.

For those who compete in international markets the level should be lower on the eastern side both inside and outside their boundary. A steep fall in the level on the east enables the entrepreneurs to market their products on their terms.

If the ground level on the western side is higher outside you grow faster. Lower level on the east outside your plot is an accelerator of progress. Needless to add, such sites help companies to reach the global manufacturing and marketing standards.

Higher levels on the south outside the boundary are ideally suited for the establishment of blue-chip companies. Minimum efforts yield bountiful returns in such instances.

Similarly, water bodies in the form of rivers, lakes or some deep canals on eastern and northern sides are nature's powerful allies in your endeavour to build your business fortune. Kirloskar plants in Pune and Harihar, Reliance in Patalaganga have rivers on the north side.

HILLS AND RIVERS

Hills and rivers are permanent bounties of nature to strengthen human effort in the creation of wealth.

SELECT YOUR SITE FOR PERENNIAL PROSPERITY

Hills located on the southern or western or south-western side of a site are boons of nature and strengthen human effort immensely

A hill or a hillock on the west, provided other *Saastrik* precautions are taken, is a source of tremendous strength to a company. Technical problems will not plague such companies and the downtime of machines will become totally negligible.

They help the management to maintain good public image and supplement its public relations. Governmental policies become stepping stones of success to such companies.

A hill on the west side is nature's quality creating asset.

A hill on the southern side is a constant source of enrichment and is an asset to a firm to curtail the expenditure and cut the cost of production. Since half of south is also half of west, it also motivates the staff and management to maintain warm relations with each other.

In short, a hill on the south is a long-term liquidity-creating asset.

It also serves as a source of peace and tranquility to everybody. The south side should be heavy in any industrial unit to fully utilize installed capacity. A hill on the south or west outperforms any other *Vaastu* factor in all respects and is a fountainhead of success and prosperity forever.

HILLS ON SOUTH AND WEST

This is an extremely rewarding combination that works as a magic wand for success. All the benefits of the hills on south and west are combined in this combination. And if such units have roads on east and north as in the case of Asian Coffee near Hyderabad, they create world class products without the normal gestation period.

AFFLUENCE EVERYWHERE ALL THE TIME

If the western side and southern side are higher in the form of hillocks, success will come your way with minimum effort and investment

Similarly, the pesticides plant of Vantech Industries at Kazipally has a small hillock on the western side enabling the company to produce monocrotophos of internationally accepted quality and market it on their terms from day one. The company multiplied its initially installed capacity of two hundred tonnes of monocrotophos by nine times in eight years.

Surya Lakshmi Cotton Mills, one of the spinning mills of the Surya Lakshmi Group of Hyderabad, located in Bhuvanagari, has a hillock on south side and a lake in the north-east on the other side of the road. In spite of its location in a Communist dominated area, the mill did not lose even a single day due to trade union problems from inception and is spinning profits even with out-dated machines.

Two restaurants, China Garden in Mumbai and Mayuri on Tirumala Hills are strengthened by hillocks on south-west side. Their popularity is well-known. China garden is a favourite Chinese restaurant of the elite in Mumbai. After Balaji's temple, Mayuri restaurant is the most popular place patronized by the pilgrims on the Tirumala Hills.

Salguti Plastics Limited, a mid-sized unit in Bollaram Industrial Estate, Hyderabad is strengthened by a hillock on the west side. Cyclical fluctuations in the industry have not affected the smooth working of the company. The plant was not shut down even for a single day during the last ten years.

One can cite several other examples of successful industrial units whose steady climb has been reinforced by the presence of hills and hillocks on south and west.

SELECT YOUR SITE FOR PERENNIAL PROSPERITY

The lower levels of the ground on northern side or the eastern side or on both sides or side your boundary sugar well for setting up a successful company. Such companies have smooth sailing from the beginning.

The asbestos unit of Hyderabad Industries has projection on the north north-east and the ground level outside on the north is lower. This is one of the cash rich companies of Birlas.

Grab a site if there is a valley on the north side or east side or both sides to your site. Such sites have a vast potential to create affluence perennially.

Our spiritual leaders saw the inherent strengths and virtues of hills and rivers in building temples and other holy places. In Sri Nathji's temple in Nathdwara, the western side outside the temple is very high and there is a steep fall in the slope towards the east like that of Titan Watch Company. The tower (Gopuram) is located on the south side to strengthen the benign influence of the south. The lord is fabulously wealthy and attracts thousands of devotees everyday.

The holy Gurudwara in Bider has hillocks on south and west. The religious service in the hallowed place has been going on undisturbed for nearly 380 years.

Sri Kanakadurga temple in Vijayawada is built on the east slope of Indrakiladri. The hill on west side behind the temple is very high. The Goddess is aptly called Kanaka (Golden) Durga because of Her riches. She attracts millions of pilgrims every year.

The Bramaramba Mallikarjuneswamy temple in Srirangam in Kurnool district has roads on four sides and is built on the West Bank of the river Krishna. The south-west quadrant of the temple complex is elevated. It is a holy abode of peace and serenity. The temple is more than 5000 years old.

AFFLUENCE EVERYWHERE ALL THE TIME

Similarly, the Dargah of Sufi saint Khwaja Moinuddin Chishti in Ajmer has a hillock in the south-west outside the premises and a road aspect from north. For nearly 800 years thousands of Muslim and Hindu devotees have been visiting the holy Dargah every day. About four lakh pilgrims attend the annual Urs making Ajmer, a major pilgrim town in North India.

All these sacred places have been providing spiritual solace for millions of devotees every year for hundreds of years.

Extending this analogy, one can say that it is possible to build modern temples (industries) of mega prosperity with lakhs of customers by harnessing the permanent power of the hills and rivers properly.

HILLS ON NORTH AND EAST

The hills as stated earlier are natural assets to create more wealth. They are our natural allies in our endeavour to enrich our lives. But when you locate your business ventures on their wrong sides, they create intractable problems from inception.

When the hills are located on the east side of your site, they literally create mountains of problems for your growth and prosperity. The first effect is the delay in completing your project. You feel you are climbing a hill with a heavy burden on your back. Your progress is slow and exhausting. The delays reflect in escalation of costs and the effect is slow financial paralysis.

The Export Processing Zone in Chennai (first phase) has hills on the eastern side. In such locations only a few companies survive to earn foreign exchange for the country. Most of them are bogged down by quality and market problems.

Another adverse effect is the uncontrollable expenditure in day-to-day running of your business. Nature, it appears, places hurdles at

every step as you try to win the confidence of your customers. Hence do not invest in plots when they are bounded by hills on the eastern side.

A hill on the northern side of a plot is also equally harmful and acts as an impediment to one's growth. The massive weight in the form of a hill reduces your cash flow to a trickle creating constant stress and strain.

Peace eludes industries or offices when they are burdened with hills on the north side. The worst damage done by hills or elevated places on the north side is hostility or disharmony they breed between employees and management. Such units are always forced to face industrial disputes and strikes and consequent disruption to production.

Another dangerous aspect of the hills on the north side is their debilitating effect on all aspects of business making them easy targets for takeovers.

Yet, another major minus point is a hill in the north-east side outside the boundary. It is like a major breach on the road of progress. Your progress may be held up indefinitely causing you enormous problems. Any elevated area on the north-west side or on the south-east side outside the compound is also damaging to the fortunes of the company. Reject all such plots.

What is the Saastrik solution to reduce the bad effects of the hills on the east and north?

Most of the negative factors have clear-cut Saastrik solutions that offset the negative influence caused by them. Broadly speaking, there are two approaches to the problem. The first is to create wide roads between the hills and the plots. When the road is quite wide, let us say 30 meters or more between the plot and the hill, the effect is considerably reduced.

AFFLUENCE EVERYWHERE ALL THE TIME

A second option is to dig deep and wide ditches on the north or east sides of the plots to create a buffer area so as to weaken the negative influence of such hills.

Digging broad and deep ditches mechanically is a costly proposition. But it is the most economic way out to reduce the adverse effects of the hills on your business.

The wisest option is to reject plots when the hills are abutting them on the north and east sides.

RIVERS ON SOUTH AND WEST

In much the same fashion, rivers on the southern and western sides undermine the growth of companies. The Rayalaseema Paper Mills has the river Tungabhadra on its south side and the mill is located in the north-east quadrant. The mill was closed due to financial crisis for a long time.

The Faiza Export Processing Zone in Calcutta has the river Hooghly on its west. Water on the west side casts a long shadow on the growth of the industrial estate and retards progress.

In conclusion, avoid picking a plot with rivers on the west or south and hills on the north or east. You lose your precious time, peace of mind and investment.

5. AREA OF THE PLOT

The fifth point to be considered for selecting a plot is its area. Make it a point to incorporate all the *Saastrik* principles to create an effective launching pad for success. They make your site defect free. These factors can withstand any test of scrutiny and ensure prosperity.

The *Saastrik* principle regarding the size of a plot is, the bigger the area the more are the prospects of growth.

SELECT YOUR SITE FOR PERENNIAL PROSPERITY

The first step therefore is, to acquire a large plot for your company

With bigger plots and high-rise reinforced concrete structures in south-west quadrant you can build and expand your operations to dizzy heights

As an example, when you require initially 10,000 sq mtrs of plinth or floor area for your business, acquire a plot with 160,000 sq mtrs. You can expand four times to 40,000 sq mtrs without violating the *Saastrik* principles. Even then your expansions would cover the south-west quadrant alone, and you have not crossed the *Lakshmana Rekha* inviting problems

Vertically you can grow to the extent of converting your buildings into cuboids. *Vertical growth in the south-west, and more open space in the north and east is a mighty magic potion to spell enduring success.*

In Indian conditions acquiring land in the surrounding areas becomes a costly proposition after you commence the work on the project. It makes more business sense to acquire bigger area in one go instead of buying in installments later. Land prices appreciate astronomically. More investment in larger area of land makes sound business sense on a long-term basis.

Do not ever buy a small plot located between two big plots.



Benefits that flow from the plot accrue to the neighbours and it is in country's interest to avoid such plots in macro-planning. Plots B and C fall in this category.

It may not be possible for an individual entrepreneur to incorporate all the points mentioned above in their sites. But State Infrastructure Corporations can

AFFLUENCE EVERYWHERE ALL THE TIME

incorporate maximum number of favourable features in industrial lay outs benefiting all the plots. Or entrepreneurs can buy large tracks of land and plan Saastric lay outs to make every entrepreneur a winner.

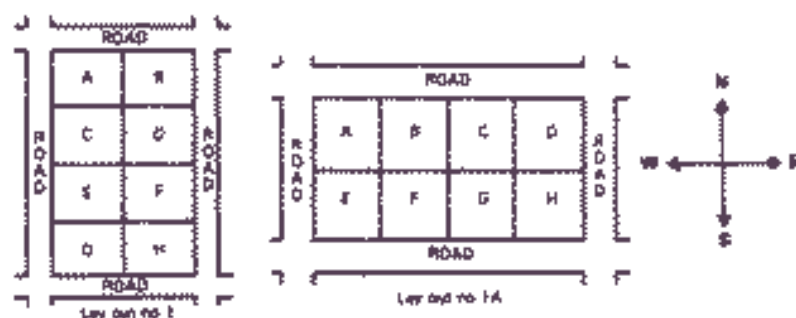
This is the only Saastria that opens avenues for every company to prosper in macro-planning. So engineers and architects have abundant scope with endless possibilities to design and plan the prosperity of their clients.

SELECT YOUR SITE FROM THE LAY OUTS

We have discussed in the previous chapters the essential features of a *Shastri* site. The following lay outs provide good examples for you to select a *Shastri* site depending on the number of roads, the shape of the plot, the magnetic north and the area.

LAY OUTS NO 1 AND 1A

In lay out no 1 each plot has a single road except the corner plots A, B, G and H. In lay out no 1A, A, D, E and H are corner plots. A corner plot with two side roads is preferable to a plot with a single road in the long run because



A single road may not have the necessary *Vastu Shakti* for the required growth of an industrial/business unit unless it is strengthened by other natural factors. Two roads multiply the prosperity generating capacity of a plot. Self-reliance becomes an easier goal to attain in such premises.

Two roads provide better protection from market turmoils.

Roads are bulwarks against the threat of competition. Roads reduce risk and uncertainty in business. Hence a plot with more roads is always preferable.

AFLUENCE EVERYWHERE ALL THE TIME

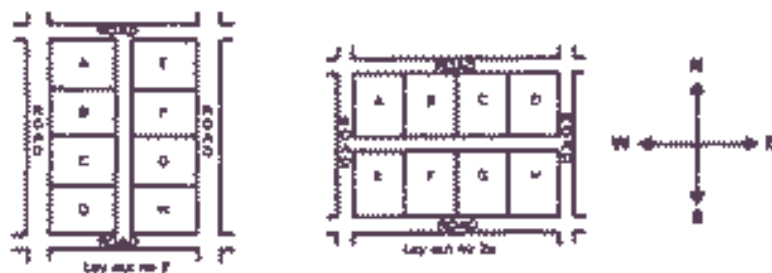
In these lay outs all the plots are similar because they are rectangles with the same area but plot no. H is different from the other plots in giving results. This plot has roads on south and east. According to Mudragada Rama Rao, this is the weakest plot in the entire lay out, because of the bad combination of the roads on the south and east. If all other factors are same, a plot with this combination of roads is considered as the weakest in terms of its ability to serve as an ally in our efforts to attain success.

Those who select the plots with roads on the south or west should be very careful because in certain areas the local authorities insist on more space towards the front, that is, on the south or west sides depending on the road.

Plots abutted by national highways on the south or west sides have to provide a setback of 150 feet from the road in certain states. To be within *Sanskritic* norms, you have to earmark twice the extent of land (300ft) towards the north or east to be left open forever. Failure to follow this *Sanskritic* norm is landing a sizeable number of companies in trouble.

LAY OUT NO 2

Compare this lay out with lay out No 1. By providing a road in the middle the prosperity generating capacity of all sites is multiplied. In these lay outs every plot has parallel roads. Plots A, E, D and H have three roads. This should be the basic planning in all



SELECT YOUR SITE FROM THE LAYOUTS

industrial/commercial centres to enable all companies to grow faster and generate more wealth and employment.

Parallel roads provide better protection against the bad impact of high-rise buildings in the north, east and north-east, and basement floors on the west, south and south-west.

LAY OUT NO 3

In this lay out the roads are so formed that all plots have acute angles in north-east and south-west, that is, less than 90 degrees. The angles in the north-west and south-east are obtuse (more than 90 degrees). These roads confer strength on all the plots to generate plenty of wealth. All these plots are excellent from *Saastha* point of view without exception if other factors like levels are the same.



LAY OUT NO 4



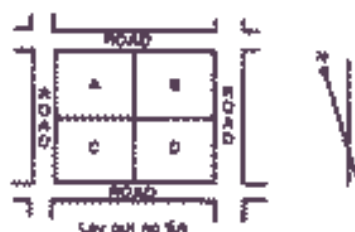
Here all plots have projections to the north-west and south-east. The acute angles can be seen in the south-east and north-west and the obtuse angles in the south-west and north-east. None of the plots is suitable for the creation of wealth, as the

AFFLUENCE EVERYWHERE ALL THE TIME

projections in the south-east and north-west are great obstructions for growth. You lose your time, energy & investment in such plots

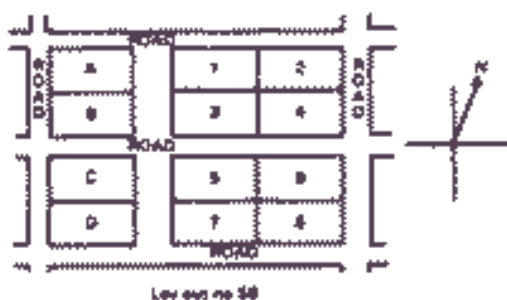
LAY OUT NO 5A

In this lay out all the plots are rectangles with a single road but the magnetic north is tilting to the setting sun. In other words, the roads are *less prosperous roads*. Delays are the inevitable consequence in such natural setting. Dynamic management with vision, latest technologies and best marketing strategies produce waiver this success in such plots, if the magnetic north tilts to the setting sun.



LAY OUT NO. 5B

In this lay out the magnetic north is tilting towards the rising sun i.e. *more prosperous north*. This is an additional strengthening factor to every plot in the lay out. To get the best from nature and to turn them into *springboards of success* parallel roads or three roads should be provided to all plots.

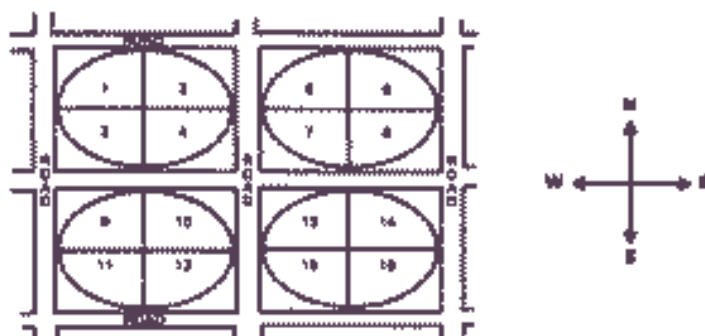


SELECT YOUR SITE FROM THE LAYOUTS

LAY OUT NO.6

The plots in this lay out are in semi-circular shape. Plots with semi-circular shape ruin the future of industries/business centres.

The shaded area is meant for greenery. The lay out looks attractive but it is a death trap for any business.



Lay out no. 6

LAY OUT NO.7

All the roads here emerge from the northern side and become dead ends. Plots with dead ends are considered excellent to produce more wealth. A, E, I, D, H and L have three roads. B, C, F, G, J and K have parallel roads. Plots 1 and 5 have road aspects from north-east and east respectively. Plots 6,7,9 and 10 have road aspects from north side. Plot 1 has road aspect from north-east. This road aspect is considered as the most beneficial. All



Lay out no. 7



these plots are excellent to create plenty of wealth. The rest of the plots are squares and they are also good.

AFFLUENCE EVERYWHERE ALL THE TIME

Road aspects hit plots D & E on west south-west in lay out 7A. Plot A has road aspect on south south-east. Plot B has road aspects on south south-west and south south-east like plot C. All these are considered as bad. The worst aspect is to plot 4 from south-west. Plot 1 has road aspect from north-west. This is considered as good.



LAY OUT NO 8

In this lay out the road emerging from the west is going towards south-east and is cutting the north-east of the plots 1, 2, 3, 4, 5 and 6. All of them suffer with a major defect, i.e., north-east of all these plots is occupied by this road. For the plots a, b, c, d, e and f south-east angle is acute (that is, the area in the south-east is more than the area in the south-west). Hence these plots are also bad. Plots A, B, C, D, E and F are rectangular and all of them are good.



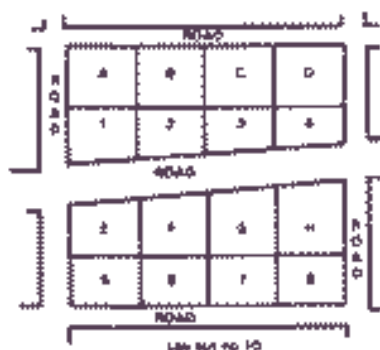
LAY OUT NO.9

In this lay out the road heading from south-east to north-west is cutting the north-east of plots 1, 2, 3, 4 and 5. Again for plots 6, 7, 8, 9 and 10 the north-west angle is acute (less than 90 degrees). For these five plots the area in the south-west quadrant is less. All the ten plots are not suitable for creation of more wealth.

Plots 11,12,13,14 and 15 are rectangles and hence good to locate your business



LAY OUT NO. 10



It is seen here that the road connecting the west to the east is tilting towards north-east. For plots 1, 2, 3 and 4 the south-west angle is acute. Its area is more than that of the south-east quadrant. This is an excellent feature for growth. For plots E, F, G and H the north-west angle is obtuse. This means for these four plots the area in the north-west is

AFFLUENCE EVERYWHERE ALL THE TIME

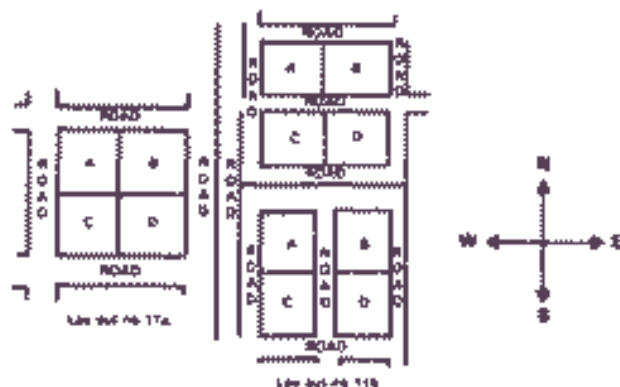
less than the area of the north-east quadrant. This is an auspicious feature for prosperity.

Plots A, B, C and D are squares and you can straight away select them for your business. Plots 5, 6, 7 and 8 are rectangles. You can go for them if a square plot is not available.

LAY OUT NO 11: A

All plots here are corner plots. Corner plots are better than plots with a single road if all other factors are the same. As discussed earlier, plot D, the south-east corner plot, becomes the weakest in this group.

The provision of one middle road in Lay out 11-b from west to east or south to north is changing the entire character of the lay out. All plots are getting the benefits of three roads. In this way, the south-east corner plots are eliminated from lay outs and the birth of handicapped babies in business is prevented.

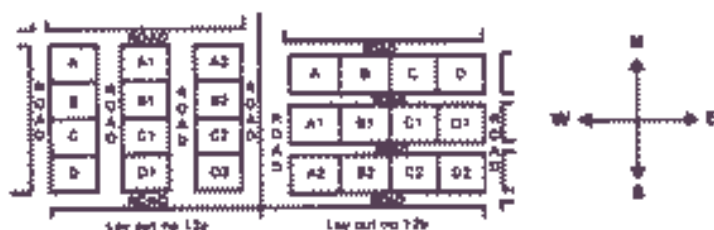


LAY OUT NO. 12

One sees that in this lay out all the plots are rectangles and every plot has parallel roads except the corner plots which have three roads.

According to *Vaastu Shastra*, parallel roads are equal to three roads in conferring benefits. Parallel roads with *prosperous north*/more prosperous north tend to act as natural boons, make life much easier and work as nature's allies in our efforts to create more wealth.

In Lay outs 12a and 12b the roads are running from south to north and east to west respectively. Plots A, A1 and A2 and D, D1 and D2 are squares and are bounded by three roads. They are almost identical in their characteristics. B, B1 and B2 and C, C1 and C2 have parallel roads and are almost identical in their characteristics. They are slightly less in strength than plots with three roads.



LAY OUT NO. 13

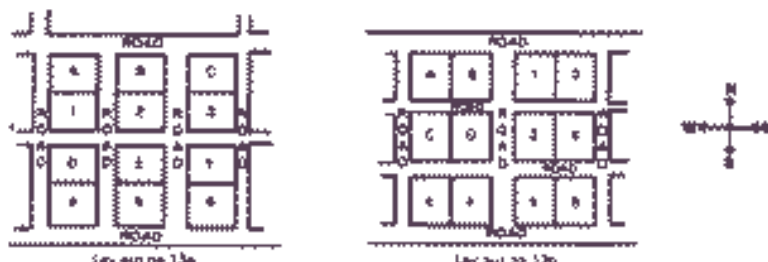
As one can see that in this lay out all the plots have three roads with a neighboring plot on north or south depending on the plot you choose. Where the investment is high and risk is more such plots should be acquired for safety of investment and fast growth.

AFFLUENCE EVERYWHERE ALL THE TIME

In lay out 13a, the main roads are running from south to north and plots A, B, C, D, E and F have roads on north, east and west. Plots 1, 2, 3, 4, 5 and 6 have roads on west, south and east.

In lay out 13b the main roads are running from west to east. All the plots get similar benefits from nature. Plots B, D, F, 2, 4 and 6 have roads on north, east and south. Plots A, C, E, 1, 3 and 5 have roads on north, west and south.

All the four kinds of plots with three roads are superior to other plots except plots with roads on four sides.



LAY OUT NO. 14

Every single plot in this lay out is a *Sanskrit* island surrounded by roads on all sides. This type of planning is very rare and only a few companies have roads on four sides in our country. Such lay outs should become common in all industrial estates to convert them into locomotives of fast growth and change agents in the country.

High-rise buildings in south-west in such plots create mega prosperity.

Companies in such locations are on the superhighway to prosperity from day one and achieve progress and growth at an astonishing pace. They are the *Sanskrit* grounds to produce super achievers.

SELECT YOUR SITE FROM THE LAYOUTS

The TATA Corporate Office in Bombay House has roads on four sides. The Income Tax Office in Mumbai, which collects nearly



Map No. 14

35% of the total income tax in India, has roads on four sides

PREVENT TIME AND COST OVERRUNS

Stories of many new projects getting delayed due to reasons beyond the control of entrepreneurs are legion in India. Normally projects exceed their planned time-schedule owing to a variety of reasons such as non-availability of funds in time, delayed clearances from governmental authorities and delays in arrival of machinery from suppliers. Breach of *Saastrik* principles in one way or the other is the real underlying cause for time overrun and escalation of project cost.

Take a few *Saastrik* precautions, make sure that you execute your projects on time and fulfil your commitments to the shareholders and financial institutions.

How does one achieve this objective and complete the projects ahead of schedule?

- A) Select a square or a rectangle for your project
- B) Any projection in the north-west or south-east escalates your project cost and delays completion as per your schedule. So stay clear of such locations.

If there are any projections towards north-west and south-east, cut-off that excess area by clearly demarcating your boundaries with a boundary wall.

Adjust the boundary on the south with your neighbour by giving up the excess land in the south south-east, which would be your neighbour's north north-east.

If the construction has not started, you can transfer the excess land in south south-east for an equivalent land on the north north-west of your neighbour. By this exchange you are acquiring some area in south south-west while your neighbour is getting some area in north north-east. *This is a mutually beneficial exchange of land.*

In the same way, projection in west north-west should be corrected by giving up some area on the west north-west, which would be your neighbour's east north-east.

If the construction has not started, you can transfer the excess land in west north-west to an equivalent land on the east south-east of your neighbour. This would help you to acquire some area in the west south-west while your neighbour would get some area in east north-east. *This exchange benefits both the neighbours.*

In the process of strengthening your boundaries as per *Saastrik* principles, even if you lose some land, it is worth it in the long run, because the land cost is insignificant when compared to the unexpected tide of problems that crop up due to projections in the north-west or south-east. Real estate builders face twin problems in such plots: construction and completion of projects is delayed and marketing becomes a frustrating exercise.

All religions preach the message of brotherhood and advise us to love our neighbours. Let us go a big step further in our own interest. Make them richer by helping them to acquire some land in the north-east. This fills up a vital gap in their lives. A happy and prosperous neighbour is an asset at anytime.

C) If the levels are uneven with lower levels on southern and western sides, you should equalize them by raising the western and southern sides with earth dug out from eastern and northern sides. Expensive as this may sound as a solution, it is the best way out, rather than finding oneself trapped in the quicksands of delays.

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D) Creation of a water-body in the north-east quadrant will hasten your construction activity. Remove the entire dug out earth in the north-east quadrant and use it to raise the ground level in the south-west. A small investment in a water-body in north-east is a hedge against escalation of costs. A bigger water-body in north-east cuts project cost beyond one's expectations.

GVK Industries created a massive reservoir in the north-east in their gas-based power plant near Rajahmundry in the beginning itself. This Rs.900 crore plant was completed much ahead of other fast track projects in the country and is in the process of doubling its capacity.

E) On the raised ground level build your temporary site office and godowns in the south-west quadrant touching the southern and western boundaries. You can build them with mud mortar to be demolished after the whole project is completed.

Once the south-west corner is covered with a structure or structures speed picks up in your construction activity and everything will fall in line. You will be surprised at the help and assistance you receive from all the agencies connected with the project.

Ditches or water-bodies or low level areas on the southern side or western side act as powerful pitfalls of nature to upset your time schedules.

F) Dump all your construction materials on the western side and southern side of the proposed buildings. If the materials like sand, bricks and stones are stacked on the east half, there will be delays due to governmental non-cooperation.

If the materials are stacked on the northern side, there will be problems from labour. You will receive your funds only after exasperating delays from the funding agencies.

G) If you build your site office in the north-east, south-east or north-west corners or quadrants, your project is likely to be subject to indefinite delay leading to cost overrun. Even a small structure in the above corners/quadrants is a mighty obstruction of nature to delay your projects.

You will get the same results if the site office or godowns are located on the east side or north side of the proposed structures

For plots with roads on the north or east or both, the normal practice of the builders is to construct the site office in the north-east, north-west or south-east corners guided by reasons of convenience and security

The site office in these quadrants causes greater invisible loss and they should be kept open for expeditious progress

The worst place for the site office is the north-east corner or quadrant. It creates obstacles at every stage converting your project into a nightmare and added to this, if there are some bad features, which serve to weaken the site, the site office in the north-east can derail your project even for years

H) After constructing the site office in the south-west, work should be started in the south-west part of the building. If there is more than one building in the site, the extreme south-west building should be taken up first and completed ahead of other buildings. The north-east building can be taken up towards the very end.



construction of walls or plastering should begin from south-west and the north-east area should be the last to be completed

AFFLUENCE EVERYWHERE ALL THE TIME

Construction activity can progress from south side towards the north or from west to east or south-west to north-east to facilitate timely execution of your project

While building a large number of houses in rows in a big area, after building the site office and godowns, start the row of houses on the western or southern sides. Between the two, it is better to take up the western side first

The last row on the eastern side or northern side should be completed at the end

Similarly, while laying roads, commence the road laying from southern end and finish in the northern end. If the road is running from west to east, begin the road laying from the west end and complete it in the east end

For construction of bridges the same principle should be followed.

For a river running from west to east, the site office should be located on the southern bank of the river to the west of the proposed bridge. The construction activity should proceed from south to north.

For a river running from south to north, the site office should be erected on the western bank of the river to the south of the proposed bridge. And the construction of the bridge should start from west and end in the east

While boring tunnels, the same principle ought to be followed. The boring should start from the south or the west sides and end on the north or east sides respectively

These are essential guidelines, which go a long way in supplementing human effort to build successful business enterprises on time and within planned budgets

THE RIGHT AND WRONG PLACES FOR LOCATION OF BUILDINGS IN A SITE

All structures in a site should be correctly located to ensure prosperity. Wrong location of a single building can mar your future.

For the purpose of location of a building or buildings in a site, the site is divided into four equal quadrants: north-east, south-east, south-west and north-west. Each quadrant occupies one-fourth area of the site.

- A. The north-east quadrant is represented by water and to build in this quadrant would amount to building on watery foundations. Obviously not an attractive proposition for those who desire to survive in the market.



Only in some exceptional cases like a square plot with *prosperous north or more prosperous north* or a plot with a hill on the south or west and a river on the east or north or a plot with hills on south and west or a plot with two rivers on north and east or two valleys on north and east can neutralize the negative influence of the open space on the south and west on the buildings situated in the north-east quadrant.

AFFLUENCE EVERYWHERE ALL THE TIME

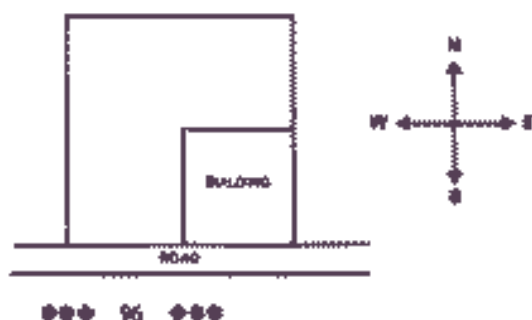
When the north-east quadrant alone is covered with buildings, the entire west consisting of north-west and south-west is vacant. Again, the entire south comprising of south-east quadrant and south-west quadrant is also vacant.

A point to be borne in mind is that when the western side is all open, it is very difficult to produce quality products/services and marketing becomes the major hurdle in running your business. Human energy and effort go waste in such places.

The open space on the southern side creates conditions for the constant, needless expenditure while channels of income get clogged. In short, when the entire west and south are all open, our efforts, resources, state-of-the-art technology and scientific planning result in eventual failure. *This poverty promoting location of buildings in the north-east quadrant has been in vogue for hundreds of years in all parts of India.*

That is why our poverty level has few parallels in the world. Do not ever think of building in the north-east quadrant represented by water even temporarily.

- B The south-east quadrant represents fire (*agni*) and when buildings are located in the south-east quadrant, the



THE RIGHT AND WRONG PLACES FOR LOCATION OF BUILDINGS IN A SITE

buildings are literally built on fire. Fire reduces human effort and planning to waste. When the buildings are constructed in *agneya* quadrant, the entire space on the west and north sides are open. The open space on the western side does irreparable damage to the reputation of the company. The quality of its products and services suffers.

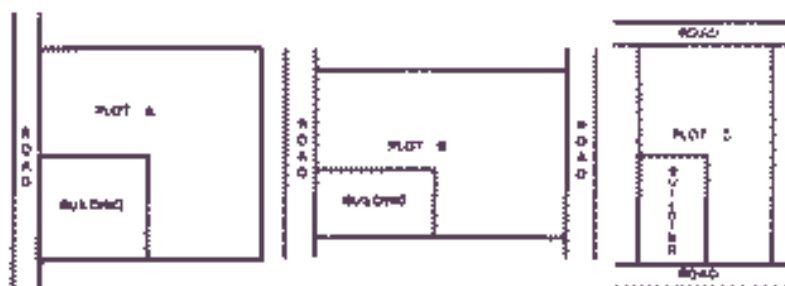
Normally, the open space on the north side should help any company to generate enough cash for survival. But in the absence of quality and good reputation to the company's products/services, no company can survive in a competitive market for a long time. When one limb of the body is diseased, the other limb cannot ensure normal functioning of the body.

It is safe always to be away from fire. Shelve your plans of constructing any structure in the destructive quadrant, south-east.

- C. *The south-west quadrant represents earth, the most important cardinal element. This is the specific area earmarked by nature for locating our buildings. You will find only a few buildings meeting this simple specification in any locality or town. Companies located in such buildings are always lucky in all aspects. By constructing buildings in the south-west quadrant you are literally building your future fortune on solid foundations. With the buildings covering the south-west quadrant, half of the site on the east comprising south-east and north-east and half of the site on the north comprising north-east and the north-west are open to the sky providing unlimited scope for growth.*

Saantric orientation and location of buildings in south-west as per the shape of the sites is shown in the following page.

AFFLUENCE EVERYWHERE ALL THE TIME



According to *Vastu Shastra*, open space plays a vital part in creation or destruction of prosperity. Open space on the eastern side helps the company to produce quality products, creates good image and favourable conditions to market your products. It promotes cordial relations with the government. *The most elusive and sought after things in business, peace of mind and prestige are assured to the management by the open space on the eastern side.*

Open space on the eastern side is an ever-active image building and quality creating asset to any company or organization.

Open space on the northern side creates continuous cash flow, promotes harmony between the management and staff/employees and helps the company to fully utilize its available resources.

Open space on the northern and eastern sides reduces physical and mental strain. It fosters courage and confidence to take on the world. Executives working in such buildings get right ideas at the right time to seize business opportunities and convert them into liquid cash.

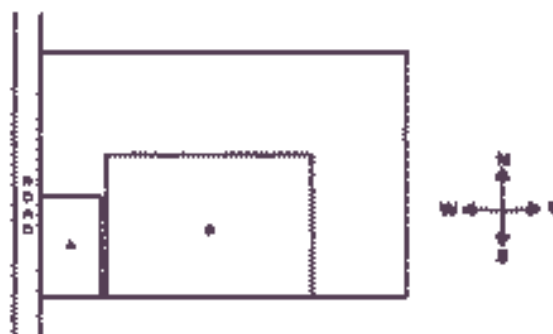
It is always prudent to have a single building in a site to create more prosperity. Most of the American houses have this unique feature. The Americans do not build separate structures for garages and domestic assistants as we do in our country.

THE RIGHT AND WRONG PLACES FOR LOCATION OF BUILDINGS IN A SITE

We must uniformly build single structures in south-west quadrant with many storeys, each floor accommodating a different activity to harness *Vaastu Shakti* to the maximum extent and build mega-prosperity.

I have come across some business people entertaining wrong notions about the structures located in south-west. One structure located in the site covering the south-west quadrant is ideal. But for various reasons the south-west corner cannot be covered fully. Temporary structures are raised touching the west and south boundary walls as shown in the diagram below. A is a small structure covering a part of the south-west corner. B is a bigger and higher building.

Building A strengthens building B because A is located to the south-west of B. B is located to the north-east of A. *Any business activity will flourish in B and fails in A.* When both are occupied by the same management they give good results. Independent business activity in A declines from day one because of the heavy structure in the north-east, B. So building A should not be occupied by a different owner doing independent business.

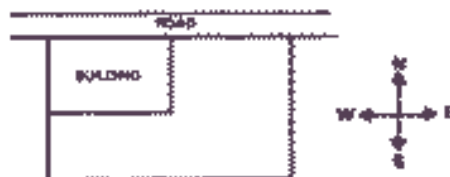


D The north-west quadrant represents wind (*varyu*). When the buildings are located in the north-west quadrant, you are literally building castles in the air in financial matters. By

AFFLUENCE EVERYWHERE ALL THE TIME

locating the buildings in this quadrant you are keeping the south side and east side open. Open space on the southern side casts an ominous shadow on material prosperity. *Chronic rural indebtedness and industrial sickness are the offspring of open space on the south in rural and industrial areas. Open space on the south treats a marginal farmer and a multinational company alike in burdening them with debts.*

A structure in north-west quadrant is an ideal place for worries and tensions to germinate and grow like weeds after



summer showers. A blocked north-west in a premises banishes peace and tranquility.

Open space on the eastern side is always a big asset to keep the image of the company bright. However, companies located in the north-west quadrant constantly face liquidity and labour problems obstructing their growth. Keep the north-west quadrant open for free flow of air. This is the right way to empower the element, air to do wonders for you. It frees you from worries and tensions.

- E. When all the buildings of the company are located in the eastern side comprising north-east and south-east, the entire space on the west side is open to the sky. More open space on the western side is largely responsible for the poor image of Indian goods abroad. It damages the quality of the goods and services, creates obstacles in marketing, promotes

THE RIGHT AND WRONG PLACES FOR LOCATION OF BUILDINGS IN A SITE

disharmony between government and managements and delays all activities. Delays lead to escalation in cost. *Companies which habitually fail to fulfil commitments and produce sub-standard goods have more open space on the west side.* High-rise buildings on the eastern side produce catastrophic consequences to companies.

- F When all the buildings are located on the west side, the entire space on the east side is open. Open space on the entire east side builds up durable reputation for reliability. Marketing becomes an easy task requiring minimum effort and expenditure.

Companies with high-rise buildings on the western side stand like the rock of Gibraltar in the tempests of business. Such companies are negligible in number in our country.

Prudence demands that such companies create/acquire more open space on the northern side also, to grow faster with more liquidity and to draw the optimum mileage from their location.

- G When all the structures are located on the northern side comprising north-east and north-west quadrants, the southern side is vacant. In such a situation, the companies are tormented by labour problems, continuous drain of cash, under-capacity utilization and their credibility takes a knocking. Open space on the south is a fertile soil for debts to grow and proliferate. It creates compelling conditions for companies to sell their assets to survive in the market.

Open space on the southern side, it can be said, is nature's main lethal weapon to destroy a company's financial self-reliance and independence. If a high-rise building is located on the northern side in addition to the open space on the south, the picture of financial disaster is complete.

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- H.** When all the structures are located on the southern side, the north side comprising of north-east and north-west quadrants is open to the sky. The open space on the north side is essential for cash flow, harmonious relations between the staff and management and full utilization of installed capacity. Open space on the north promotes self-reliance and is a prime agent of nature to create liquidity. High-rise buildings on south create enormous cash surplus for companies. They enable management to acquire more assets and widen their activities.

When the open space on the northern side is supplemented by the open space on the eastern side, you have nature's perfect combination to ensure success and prosperity on a long term basis.

- I.** In most cities buildings are located in the middle leaving equal space on all sides. In effect, by having equal space on all sides, the residents or business establishments are losing out on the beneficial effects of more open space on the northern and eastern sides.

Builders in their anxiety to maximize profits fully utilize their FSI. But builders will ultimately make more money by leaving relatively more open space on north and east. A building in a square or rectangle with the above features is a big bonanza for builders and buyers.

- J.** In urban areas due to spiralling land costs and other considerations the local authorities permit constructions covering the entire area without leaving any open space. In such cases, the benefits conferred by open space are lost. Problems are bound to arise even if one inch of space is left open on the western side or southern side. Keeping at least a part of the north-east quadrant in lower level both in the ground and roof improves the *Vastu Shastra* of such locations.

THE RIGHT AND WRONG PLACES FOR LOCATION OF BUILDINGS IN A SITE

PRINCIPLES TO BE FOLLOWED WHILE COVERING THE ENTIRE AREA WITH STRUCTURE/STRUCTURES

When you are covering the entire site with a building please follow these *Saastric* principles.

For instance, make sure that the plinth level is the same throughout or can preferably be raised on the western or southern sides

The plinth level can be raised in the south-west quadrant and the same can be lowered in north-east to draw the maximum mileage from such location

Do not ever keep the plinth level lower on the western side or southern sides. A lower level plinth on the west spells delays and is a big drag on the activities of a company. Similarly, business expenditure tends to be high when the southern side is lower

Follow the same pattern for the first floor and other floors. You tend to get better results if you keep an open terrace on the eastern side or northern side of the top floor. The open terrace on the eastern side takes out the stress from your marketing efforts and helps you to build praiseworthy reputation for your company

Open terrace on the northern side generates more income with a good and steady cash flow. To get better results plan and build an extra floor or two in the south-west in the building which would act as a shock absorber, apart from giving a thrust to progress

SPLIT LEVELS TO PROMOTE PROSPERITY

Split levels as per *Saastric* norms, serve well both aesthetically, and in terms of space utilization

You can maintain a lower level on the eastern half or a higher level on the western half to accelerate the growth of a company. You can

lower the northern half or raise the southern half for more material prosperity.

For better results lower the plinth level and the roof on the eastern side or raise the plinth and roof on the western side. Similarly, lower the plinth and roof on the northern side or raise the plinth and roof on the southern side.

The south-west can be raised and north-east lowered to get outstanding results in buildings with split levels.

This principle can be incorporated in high-rise buildings to benefit all the residents.

FEATURES OF A SAASTRIC PREMISES

ENTRANCE/FACING

Usually in urban areas the land is divided into square or rectangular plots. All the plots abut roads. *The entrance (commonly called facing) can be on any one of the four sides depending on the roads. The entrances (facings) on the four directions are good or bad depending on other Saastric conditions of a site.*

Experience does not strengthen the commonly held views in different regions that a particular facing alone is good. In some areas east side entrance is preferred. In Bangalore City you have to build garages in the south-west leaving more open space on the south side for 'east facing' houses. Because of this rule, less space is left on the north side. Many buildings are available for rent with road on the east disproving the commonly held view that east facing is the best.

Some people entertain the notion that south facing alone is lucky. For south facing houses in Bangalore, the garages have to be built on the north-west side leaving more open space on the west and less space on the east. On the south road side more space has to be left in the front between the road and the building. More open space on the south and west for south facing houses is doing immense damage to the quality of the life of people. The so-called lucky facing cannot protect people from the devastating impact of more open space on the south and west.

In Chennai, people prefer south entrance because of the good breeze from the sea in the afternoon. The municipal rules insist on leaving more open space in the front side forcing people to leave less space on the north side. In such houses obviously prosperity suffers.

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Again in Bangalore, for west facing houses the garages have to be built in the north-east corner leaving more open space on the north and less space on the south. Houses are built leaving more open space on the front and less space on the east. In the absence of more open space on the eastern side and the location of garage in the north-east corner, the residents do not enjoy full benefits from nature.

For north facing houses, the garages have to be built in the south-east corner leaving more open space on the east side, and less open space on the west side. More open space has to be left between the building and the road on the front side.

More open space on the north and east converts a building into a picture of prosperity. That is why in Bangalore City it is very difficult to get a building with north facing for rent.

So while selecting a site/premises for your business do not be carried away by any particular 'facing'. You have to consider all factors mentioned in the chapter, SELECT YOUR SITE FOR PERENNIAL PROSPERITY for a Saastric site and the location of the building in the site for a lucky premises.

BASEMENT FLOORS

Building basement floors is common in Western countries. In severe winter when the temperature falls below zero degree centigrade, the basement floors provide relatively warm and comfortable space to work, but in tropical countries like India, basement floors can be avoided in macro-planning for more prosperity to the residents. In space starved urban areas, the local authorities do not consider the basement area as part of the total building area. Hence, people feel tempted to go in for basement floors for extra space.

In industrial areas large open areas are needed for storage of raw materials, finished goods and parking among other things. It must

be kept in mind that these open areas should be only in the north and east. In Vastuic planning buildings are located on the southern side or western side or south-west side.

Ditches or basement floors on the southern side or western side or south-western side weaken the prosperity generating capacity of the site. Hence, avoid basements in industrial areas unless a small area is absolutely required for processing purposes.

When a small basement area in the south-west is essential for processing purposes it is safer to go for a bigger water-body in the north-east quadrant at least four times the size of the basement located in the south-west quadrant.

In commercial areas the whole site is covered with building and the temptation is to go for a full basement floor. It is advisable not to create a basement at least in the south-west quadrant. *The natural strength of a site is retained to a large extent if the south-west quadrant is not weakened by a basement.*

An extra floor in the south-west in the buildings with basement floors serves to enhance the good effects of the buildings in all ways.

A basement in half of the site on the eastern side is good for quick progress provided the western side is left intact. An extra floor should be built on the western side to match the number of floors on the east and west to draw out the best from nature.

Basement on the northern half of the site is useful for more cash flow, good labour relations and for more sales. An extra floor should be built on the southern side to match the number of floors on north and south for more prosperity.

The ideal place for basement when the entire site is covered with the structure is north-east quadrant. The basement floor in the north-east generates more prosperity in many ways. It is like

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creating a water-body in the north-east quadrant of a site. Such buildings should have open terrace in the north-east quadrant in the top floor (exactly above the basement) to equal the number of floors on all sides.

BASEMENT FLOORS OUTSIDE YOUR PREMISES

In congested urban areas no open space is left between the buildings which are built cheek by jowl. In such areas basement floors turn out to be helpful to some people and harmful to others. A basement floor on your eastern side abutting your boundary wall ought to give a big boost to your growth and enable you to leap-frog into prosperity. Success courts businessmen in such cases through help received from governmental sources.

If basement comes up on your western side abutting your west boundary, you have to face disastrous future. It mars your image. Governmental authorities become suddenly hostile. The unexpected downturn in business demoralizes the staff to the extent of forcing them to desert you.

The above effects are reduced to a great extent if a high-rise building comes up on the western side covering the whole basement.

A basement floor on your north side increases your cash flow, sales and cements the harmony between the staff and management motivating them to work for higher productivity. Your expand activities leading to acquisition of more assets.

A high-rise building constructed on your north reduces benefits to a great extent.

If a basement floor comes up on the south side it constricts cash flow and sales. Sudden fall in earnings lead to paralytic conditions in some of your business activities if there are other negative Sastroic factors also. The attitude of the staff undergoes a sea

change. The staff adopts indifferent and hostile attitude for no apparent reason. You have to sell some assets and shrink your business activities for survival.

The bad effects of the basement on the south side are reduced to some extent by construction of a high-rise building covering the basement.

When we aim to produce wealth without interruption for the next 100 years, the safest Saastic principle is to have roads on all sides. This principle is emphasized many times in this book for the benefit of the readers.

When you have wide roads on four sides, you are free from the ruinous market influences created by basement floors on your south and west sides, and the disabling effects of high-rise buildings on your east and north sides.

The four roads provide natural insurance against harmful market forces and external influences. They strengthen the site to generate abundant resources and help to withstand the onslaughts of competition and aid quick growth. Your business is liberated from unsettling fluctuations in the market. In such locations you are the captain of your ship and set your course in the direction you desire to reach your destination safely and speedily.

The additional one time investment in land for roads on four sides is really insignificant when compared to the perennial prosperity they generate for hundreds of years. The prestige, popularity and freedom from uncertainty you enjoy cannot be described in words and quantified in crores of rupees.

COMPOUND WALLS

It is a common practice in our country to build high compound walls for industries and business centres. This is done under the

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False impression that higher compound walls provide more security to the units located there

The heavier and higher compound walls on the east and north sides are hurdles for the smooth working of a company

Construction of compound walls on the north and east boundary/boundaries delays the completion of projects. Erect wire fencing for security on the east and north till your project commences production

Build your compound wall to cover the south-west quadrant only -- half of west wall from south and half of south wall from west till you complete the project. Afterwards, you can complete the rest of the compound wall on the west and south boundaries

Another prosperity destroying practice prevailing in all parts of India is to build small structures right on the compound walls on all sides. Some entrepreneurs think that these structures on the compound walls provide them more workspace in addition to giving security to the units. *This is a false notion as far as the structures on the north and east compound walls are concerned.* These structures create more problems by reducing cash flow and damaging the reputation and quality of the products. Most of the sick cotton mills in the olden days were afflicted with this common debilitating practice. Keep the compound walls on the east and north free from any burden in the form of even temporary structures to reduce your stress and strain in business and provide you with better security. *Nature in the form of Saastric premises provides better security to your person and property.*

Compound walls or fencing sets off one's boundary but the best demarcation of the boundaries is done by broad roads on three or four sides serving as a strong cushion to protect from the hard knocks of a merciless market

FEATURES OF A SAASTRIC PREMISES

In the West one rarely comes across compound walls for houses and factories. Erecting wire fencing too is not a very widespread phenomenon in the case of business set-ups.

GATES

Since a gate leads us into a house or establishment, its significance needs to be understood and appreciated. In practice, the roads decide the position of the gate for any site. If the plot has a road on the eastern side, the gate should be located in the east north-east as indicated in the diagram.



If the road is towards the north, the gate ought to be fixed in the north north-east as shown in the diagram.

If there are two roads on the north and east for any plot, one can have two gates or just one in one of the directions, east/north.

If the road is towards the west, the gate should be located in the west north-west as shown in the diagram. If your site has two roads on the west and north, you can have two gates in the positions indicated above in the north north-east or west north-west. If you desire to have only one gate, west north-west is a better choice.

If there is a road on the southern side, the gate should be located in the south south-east side as shown in the diagram. If there are two

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roads on the south side and west side, you can have two gates on the west north-west and south south-east as indicated in the diagram. If you require only one gate my preference is for the one in west north-west.

If a plot has two roads on southern side and eastern side, it is preferable to have a gate on the east north-east. According to *Vaastu Shastra*, a plot with roads on south and east is considered as a weak plot in terms of its capacity to supplement human effort to generate wealth and prosperity. Prudence, therefore, demands that a gate on the south needs to be avoided.

We have two sets of parallel roads, east and west, south and north. For the first combination of parallel roads, you can have gates in the east north-east and west north-west. For the second combination of south and north roads, you can have gates in south south-east and north north-east.

Parallel roads are a very powerful combination to produce abundant prosperity at a fast pace. Planners of industrial/commercial areas should provide parallel roads and three roads to maximum number of plots to produce abundant prosperity everywhere in the country.

We have four combinations for sites with roads on three sides. If the roads are on the south, east and north the gate can be fixed in the east north-east as shown in the above diagram.

If there are roads on east, north and west, the gate can be fixed in the north north-east as shown in the above diagram.

If the roads are on the north, west and south, the gate can be fixed on the west north-west as shown in the above diagram.

If the roads are on west, south and east, the gate can be fixed in the south south-east as shown in the above diagram.

For a plot with roads on four sides, the entrance can be from east north-east, north north-east, west north-west or south south-east. If one desires to have more than one entrance it can be from the above mentioned places.

However, a gate is a minor contributory factor for prosperity when compared to the power of roads or the shape or levels of the plot or the open space on the north and east.

Some of the additional points to be remembered while fixing the gates are listed here:

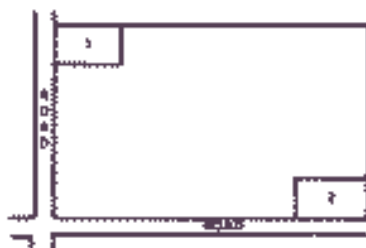
1. When there is a road on the northern side the gates can be fixed either in the north north-east or in the north north-west. The north-west belongs to the element, wind. A gate can be placed in the north north-west for the free movement of air.
2. When the gates are fixed on the north north-west, west north-west, south south-east or east south-east (under unavoidable circumstances) the gate can be moved inside as indicated in the diagram so as to reduce some area in the north-west and south-east and to strengthen north-east and south-west.
3. When the gate is located in the north north-east or east north-east it should be in line with the compound wall. One should not leave even a square centimetre of land in the north-east quadrant to the road by shifting the gate inside. Moving the gate inside would amount to reducing the beneficial effects of north-east.

TRANSFORMER/SUB-STATION

Electricity in transmission is not *agru* (fire). A transformer or a sub-station can be located either in the north-west or south-east of a plot. Normally, this area is demarcated by fencing or compound wall and is transferred to the local power supply authority for

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maintenance. Hence it is preferable to locate them only in the above quadrants as shown in the following diagram



The above utilities should not be located in the north-east or south-west quadrants because even one square centimetre of land should not be transferred from these vital areas for others control

STAIRCASE

A. For any structure or building a staircase serves as a road. In any building if the same owner uses all the floors, the ideal place for the staircase is the north-east side. The staircase may be located on the northern side or eastern side depending on the roads.

One has to bear two important principles in mind while locating the staircase in the north-east side.

The staircase should be designed to be as light as possible. You can use any light material or wood to make the staircase. In the olden days most of the building had staircases made of wood and this makes sense.

The north and east walls of the staircase room should be fully open with windows or grills to make the walls light and to provide better ventilation.

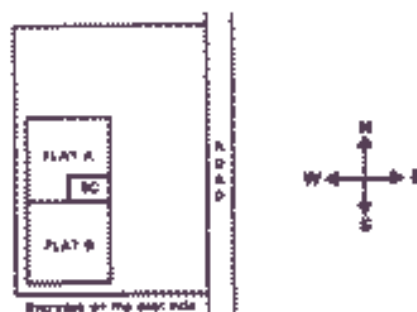
The staircase should be used only for the purpose of reaching the top floor.

FEATURES OF A SAASTRIC PREMISES

To go to the roof of the top floor, it is better to have another staircase, preferably metallic in the open terrace on the north side or east side. The idea is that if you use same staircase to go to the terrace of the top floor, you are creating an additional room in the north-east on the top of the staircase, which is not advisable.

Some people are locating staircases in the south-west with the intention of making that area very heavy. The south-west area should be preferably used to locate the chief executive's office. In any premises south-west quadrant has more *Vaastu Shakti*. Executives sitting in south-west take right decisions at the right time. One right decision can change the course of business.

B. For an office or commercial complex where a floor is divided into different flats, care has to be taken to see that the staircase area does not occupy some area in the north-east side or south-west side of any office or shop. The north-east and south-west quadrants should be intact in order to draw the most in terms of the location's natural strength.



In the above diagram a building is divided into two halves, the staircase is located in the area to the south-east side of office A. By this arrangement, the rectangular shape of the flat/office B is not disturbed. The area occupied by the staircase is a public/common area. It does not form a part of office A. Hence for office A, a part

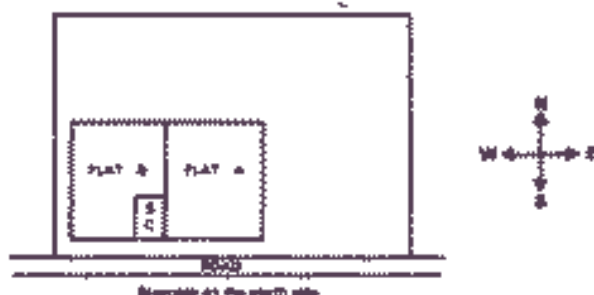
AFFLUENCE EVERYWHERE ALL THE TIME

of south-eastern area is cut-off. This makes the north-east and south-west stronger and would be of immense help to office A.

This is how a staircase ought to be located in the case of such a division:

(In the above diagram, if the staircase is shifted to the middle as is done conventionally, a small area of flat/office B in the north-east quadrant becomes a part of the common area. This is not desirable for flat/office B.)

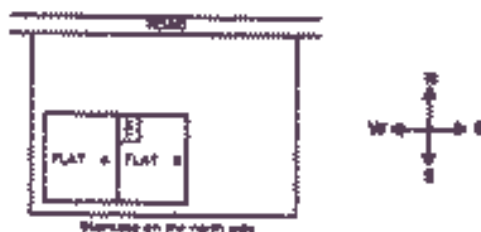
In the next diagram, for flats A and B, the staircase is located in the south-east area of flat B. By this arrangement, as mentioned in the previous paragraph, both north-east and south-west are intact in both the flats. Flat B is strengthened because a part of its south-east area is utilized for the staircase (common area).



(In the above diagram, if the staircase is shifted to the middle, a small area in the south-west quadrant of flat/office A becomes a part of common area. This is not desirable for flat/office A.)

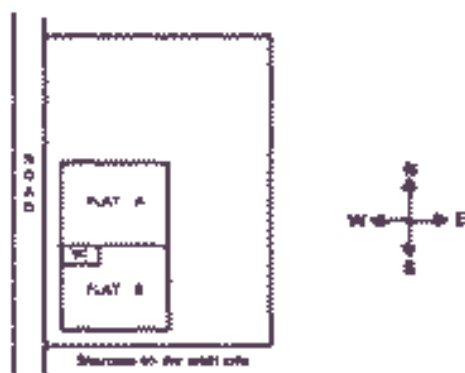
In the next diagram, for flats A and B the staircase is located in the north-west area of flat B without disturbing the north-east of flat A. This location is very ideal for flat B because this north-west area is used as a common area strengthening the north-east and south-west.

FEATURES OF A SAASTRIC PREMISES



(In the above diagram, if the staircase is shifted to the middle, a small area of flat/office A in the north-east becomes a part of common area. This is not desirable for flat/office A.)

In the next diagram, the staircase is located in the north-west area of flat B without causing any harm to the south-west of flat A. Flat B is benefited because a part of its north-west area is cut-off strengthening its south-west and north-east.



(In the above diagram, if the staircase is shifted to the middle, a small area of flat/office A in the south-west quadrant becomes part of the common area. This is not desirable for flat/office A.)

APPLUENCE EVERYWHERE ALL THE TIME

By locating these staircases as shown here, north-east and south-west are kept intact for every flat. Only the south-east and north-west areas in flats are earmarked for common use making them peaceful places to work and live, and therefore, sources of prosperity as well.

SECURITY AND TIME OFFICE

For the sake of convenience the security and time office are located near the gates. These structures can be housed in a single storey building covered with light roofs because all the gates suggested here are located in the north-east, north-west and south-east quadrants. These three quadrants should be kept open but since some structures are absolutely needed to house the security and time office they should be very light and small. Security and time offices 1 & 4 are built in flush with west and south compound walls while 2 & 3 are a little away from north and east compound walls respectively. In this way north and east compound walls are free from structures.



TEMPLES AND POOJA ROOMS

A vast majority of our businessmen are God-fearing and perform religious rituals with devotion. They perform *Poojas* at home and on their business premises. Temples are built in many of the big industrial units to invoke the blessings of Gods to prevent risk and uncertainty associated with business.

The north-east quadrant is considered as a holy place because it creates peace of mind and prosperity to everybody living in that premises if kept open to the sky. Since north-east is considered as a hallowed place, temples are usually constructed in the north-east quadrant burdening the prosperity and peace generating area with heavy weight. This has been happening purely as a result of wrong interpretation of a right *Saastric* principle. Nature reserved the north-east quadrant exclusively for the element, water. Temples should not be located there.

For *Saastric* purposes a temple is no different from other structures. Its location should be governed by the same principles applicable to other structures.

In Mopeds India Limited at Tirupathi a beautiful temple of Lord *Venkyaka* has been built in the north-west quadrant. The whole unit was built leaving more open space in the southern and western sides. This company was a market leader in mopeds once upon a time. Due to the faulty location of the main building the unit closed down many years ago along with its temple.

When *Saastric* principles are violated some companies lose money while others may close down depending on the extent of the breaches to the *Saastric* principles. Once business is closed the temples are abandoned. At least for the sake of maintaining continuity in religious services in the temples, *Saastric* principles should be followed meticulously in building industrial units.

APPLUENCE EVERYWHERE ALL THE TIME

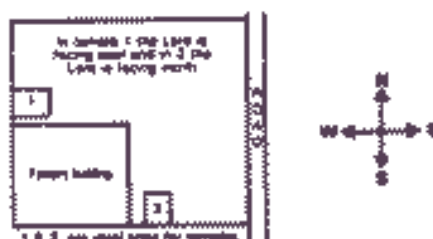
The management of a steel foil manufacturing unit in Delhi relocated a temple built right on the north and east compound walls. In its place a big well was dug to strengthen the prosperity generating capacity of the unit. Thus, wrongly located temples need to be relocated or demolished in tune with *Saastrik* regulations.

THE RIGHT PLACE FOR TEMPLES

One of Vaastu's enduring principles is that elevated places have more Saastrik power. In our planning, buildings are usually located in the south-west quadrant without exception. When your structures are built with reinforced concrete, it is advisable to locate the temple on the south-west part of the highest building in the south-west quadrant. The temple can be made very high and heavy to bestow more blessings.

This may look quite unconventional to many people. By constructing the temple on the south-west area on the top roof you are creating one more structure in the south-west raising the level higher (by one more floor). Provide a separate staircase to reach the God if you desire. In this way the temple really acts as a shock absorber and promotes healthy developments in the premises.

Wherever it is not possible to locate the temple on the south-west side of the building (on the roof), it makes sense to locate it on the south side or on the west side of the site.



Temples 1 and 2 are located to the north-west and south-east of the factory building. Their height and area should be kept to the barest minimum. High and heavy structures in such locations disturb the activities of the factory.

Keep the open space intact on the eastern side and northern side of the site.

A temple can be located outside your premises also in an independent plot on the eastern side or on the northern side across the road. This is considered as extension of your activities to east or north and it adds to the prosperity of your business. The temple is treated as a separate unit in an independent plot.

For *Pooja* rooms provide a square room with opening towards north and east. The walls on east and north can be built with glass or grills. Idols or photos of Gods should be placed on the west side facing east. Cube rooms are the best for meditation and spiritual elevation.

When you sit in a *Pooja* room or a temple you face God and pray. The underlying principle in placing idols as suggested is the Giver of boons or your Protector should be in a strong place.

Pooja rooms, ideally, should be located in the first floor on the west or south, because first floor is considered to have more Saastric power than the ground floor. Second floor is more powerful than the first floor in *Vaastu Shastra*.

If you locate the *Pooja* room in the north-east side you are blocking the south-east with an additional room. This amounts to burdening the breadwinner of the family/company with additional problems. When *Pooja* room is unavoidable in the north-east, it is better to have openness or wall to wall windows in the north and east. *An enclosed room in the north-east encourages dissension in families and constant health problems worry the inmates. It is better to shift the Pooja room to south or west sides.*

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DOORS, WINDOWS AND BALCONIES

Doors should be always fixed in the east-north-east and north-north-east of the north-east room A. This room can be connected to the north-west room D with a door on the west-north-west and this door becomes the north-east door of the room D.



Similarly, room A as per the diagram is connected to the south-east room B by a door in the south-south-east of A. This door becomes the north-north-east door to room B. And room B is connected to room C by the door in its west-north-west which becomes the east-north-east of room C. Rooms C and D can be connected by the door on the south-south-east of room D. This door becomes the north-north-east door to C.

When the entrance to the office/factory is from the south side, it is advisable to block the west side totally without doors. And when the entrance is from the western side the southern side is fully blocked without doors.

For an office or a factory you can use lot of glass and light metal/grills to make the walls lighter on the east and north sides. More windows and doors on the east wall serve as openings to

FEATURES OF A VASTUIC PREMISES

more knowledge and enable us to find easy solutions to our problems

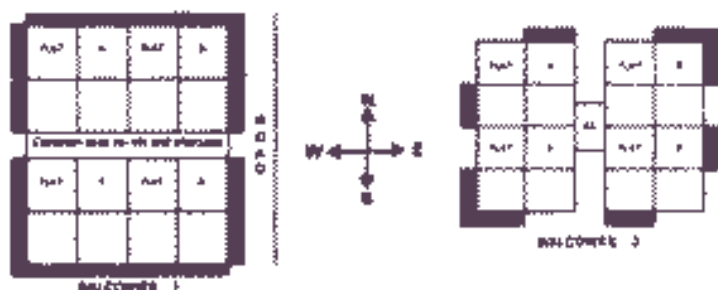
The infrared rays of the morning sun, considered beneficial to the body and mind, should flood your factory or your office (from east side)

Preferably, have fewer openings on the west, in the form of windows and build your factory with thicker walls. Similarly, have less number of openings in the form of windows, and thicker walls towards the south

BALCONIES

It has become a common practice to provide balconies in high-rise buildings to all flats. From Vastu's point of view balconies are projections. You can have projections in the north-east quadrant of a flat on the north and east sides or balconies covering the entire eastern or northern sides as shown in Flat B in Balconies-1. Flat A has balconies on north and west covering both sides fully. For Flat C the west and south sides are covered with balconies fully. For Flat D east and south are covered with balconies fully. They are all acceptable

In Balconies-2, the north-east room in Flat B is covered with balconies on north and east. These are treated as projections in north and east. For Flat A, the south-west room has a balcony on



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the west and the north-east room has a balcony on the north north-east. They are beneficial projections. In Flat C, the south-west room has balconies on the west and south. These are treated as projections in south-west to Flat C. They are welcome features for a prosperous flat. In Flat D, the north-east room has a balcony on the east side and the south-west room has a balcony on the south side. Both are excellent for peaceful and prosperous life.

For a flat with openings on the east and south you can have balconies in the east-north-east or south-south-west as shown in the diagram.

By the same principle, you can have balconies on the entire eastern side or on southern sides. The balconies on the east side and the north side should be at lower level.

On the south side and west side the balconies should be at roof level and fully covered. Lower roofs on the west and south are hindrances to growth. They should be avoided.

For the flat shown in the south-west, you can have balconies in the south-south-west or west-south-west or balconies on the entire south side or on the whole of west side.

Similarly for a flat located on the north-west quadrant, one can have balconies in the west-south-west and north-north-east or whole of north or west sides of the flat.

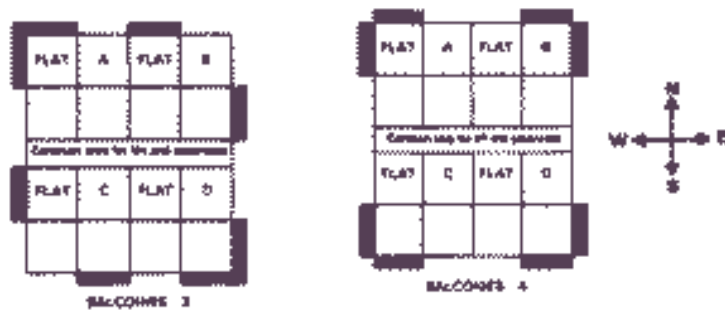
It is important not to have balconies only in the south-east side or in the north-west side to a flat. The projections in the south-east and north-west neutralize all the beneficial results of a flat and sow avoidable problems.

In Balconies-3, Flat A has balconies for the north-west room on west and north. Both these balconies are treated as projections in north-west for Flat A.

For Flat B, the north-west room has balcony on the north and the south-east has balcony on the east. Both are treated as projections in the north-west and south-east.

For Flat C, the north-west room has balcony on the west and the south-east room has balcony on the south. Both are projections in north-west and south-east.

For Flat D, the south-east room has balconies on the east and south. They are projections in south-east. All the above balconies in Balconies-3 are undesirable and harmful.



In Balconies-4, the Flat A has balconies on west and north to the north-west room. Flat D has balconies on east and south to south-east room. All the four balconies are bad from Saastric point of view.

For Flat B, the balconies are on east and north to the north-east room while for Flat C, the balconies are on west and south to the south-west room. They are good from the Saastric point of view.

For aesthetic purposes architects may not like Balconies 2 and 3. They may prefer 1 and 4. From Saastric point of view, Balconies 2 is the best.

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In large buildings where ducts or openings need to be provided they should not occupy the north-east or south-west of a flat. They should be provided only in south-east or north-west. This should be followed strictly in all rooms in hospitals as well to protect the health of the patients.

TOILETS

In some industrial areas toilets are located in separate structures away from the manufacturing/processing area. It is better to reduce the number of structures in a site to get better benefits from nature. The toilets also can be located inside the building itself. Toilets form part of the shop floors in the Western countries. They are not located in separate structures as we do in our country.

The toilets can be conveniently located on the north-west side in the shop floor. The only precaution to be taken is keep big windows with opaque glass for privacy on the north wall.



If for some practical reasons if this is not possible it makes sense to locate them in the south-east quadrant attached to the south wall.

While constructing toilets don't build soak-pits on the south or west sides. Soak-pits act like ditches and they cause some problems depending on their size. Locate them on the north side or east side to get some small benefits.

EMPOWER THE ELEMENTS TO PROCESS PROSPERITY

In *Vaastu Shastra* the role of all elements is crucial in strengthening or weakening human effort to create more wealth. Hence, proper positioning of the elements is necessary to get optimum performance from all inputs of your company. All elements function in different ways producing diverse results depending on where they are located.

Proper harnessing of *agni* (fire)

The honoured place for *agni* (fire) is south-east (*agneya*). Our sages christened the south-east as *agneya* to make even the common folk understand its significance and utilize its power properly.

In a factory all equipment associated with fire and heat like boilers and furnaces should be placed in the south-east side. *Agni* is a beneficial force for creation of wealth in *agneya* corner. Normally furnaces, dryers are kept inside a building. For safety purposes the boilers are kept outside the processing area usually at some distance. The boilers should be positioned as closely as possible to the processing/manufacturing area subject to the statutory safety precautions.

In a number of cases the boilers are located in the extreme south-east corner in the sites almost touching the east boundary. In such cases, the business set-ups do not derive the full benefits of the open space on the east because the eastern half of the site is burdened with the boiler buildings located close to the eastern wall.

When we say east, it is north-east plus south-east. This means 50 percent of the area of the total site is the east half while the rest is west half. If the entire east side is free from any structures

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including boilers, the open space bestows full benefits and prosperity flows unhindered.

Boilers should be placed close to the processing area not only to save heat but also to regulate the expenditure and influence the



other inputs to ensure proper functioning.

The proper positioning of a furnace and a boiler is shown in the sketch to prevent errors in locating them

If the boiler is placed in the south-west side to the processing/manufacturing area, it affects the 'health' of the machines. Occasional breakdowns of the machines are more likely and your maintenance costs mount. The downtime of the machines tends to go up due to technical problems leading to losses in production

If the boiler is placed in the north-west side it disturbs peace and harmony in the premises breeding conflicts between management and staff. Expenditure escalates putting a heavy burden on the management

A boiler on the north-east side of the processing area leads to uncontrollable expenditure and flare-ups

What is the natural way to neutralize the harmful effects of agni in south-west, north-west and north-east?

EMPOWER THE ELEMENTS TO PROCESS PROSPERITY

The cheapest and most effective way out is to create a water-body in the north-east quadrant to offset or neutralize agni's ravaging ways. This would also serve to replenish the cash flow considerably.

When some elements are faultily located due to functional requirements, strengthening the performance of the other elements can neutralize the adverse effects that arise from such faulty locations. Nature gives us vast scope to harness the elemental power to prevent damage to the bottom line.

THE EFFECTS OF WATER-BODIES INSIDE THE SITE

Water, needless to repeat, is a vital element for the creation of wealth. The location of water-bodies and their sizes in different directions in the site affects the working of the companies adversely or favourably, depending of course, on their location.

Traditionally Goddess Lakshmi, the symbol of wealth and prosperity is portrayed as sitting on a lotus sprouting from water. This is only to convey the *Sacred* message that water is associated with creation of wealth. Hindus worship wealth and prosperity in the form of Goddess Lakshmi.

Twenty-five percent of the total area of the site represents north-east—the specific area for water. Water-bodies for any type of industry or for any purpose should be located only in the north-east quadrant.

The water-body can be in any shape and size and one gets the most, in terms of prosperity, if the water-body is in its natural form without a lining of bricks or concrete walls on its sides and bottom.

If the structure of the soils requires lining the sides of water-bodies to prevent them from collapsing, do not fill the bottoms with concrete to facilitate continuous seepage in the north-east area. Allow the north-east quadrant to be soaked with water for more

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peace and prosperity. In the north-east quadrant stagnant water also acts as a natural source for more prosperity.

If the other factors are normal, the additional wealth to be generated by creating a water-body in the north-east will be in proportion to the volume of earth removed in the north-east. The bigger, broader and deeper the size of the water-body, the more is the additional prosperity created for the unit.

Water in the north-east has many additional benefits:

A) If the water-body is dug before the commencement of construction of the project, it expedites construction by preventing delays.

B) It cuts the cost of production drastically and dramatically, strange as it may seem. It may look like a paradox in these days of rising inflation.

C) Since north-east is a part of east, sales and marketing get a tremendous boost and such a location also serves as a natural stress reliever.

D) Since north-east is also a part of north, cash flow remains smooth and unhampered.

E) The most beneficial effect of a water-body in north-east of a company is its influence in promoting cordial relations between the management and workers/staff and among the workers themselves. The water in the north-east produces congenial atmosphere for everybody to work in peace and harmony. It prevents the flaying of tempers, which lead to tension and strife in any industrial unit. Water in the north-east builds devotion to work and loyalty as well. It works as a cementing force to strengthen the cohesion in the management team.

Water in the north-east has an invisible soothing effect on our unique biological computers, brains, and prevents them from going haywire. This is especially so when the structures are in the south-west quadrant and water in the north-east quadrant, as this leads to higher efficiency and sublimity in thought and action. Such companies will have devoted workers and loyal customers.

Temples with water-bodies in the north-east are always teeming with permanent proliferating devotees longing for peace and prosperity.

A look at a few historic temples will reveal this.

1. Sri Ananthapadmanabha Swami temple in Thiruvananthapuram has a massive reservoir in the north-east and is one of the most popular temples in Kerala drawing thousands of devotees everyday.
2. The abode of Lord Krishna in Guruvayur in Kerala has a vast *Pachikararu* in the north north-east. The Lord maintains nearly hundred elephants and long queues of devotees wait patiently for hours everyday to have darshan of Lord Krishna and seek His blessings.
3. Lord Venkateswara's temple on Tirumala has a huge reservoir on the north north-east drawing about 30 thousand devotees every-day. The Lord suffers with the "chronic problem" of surplus funds.
4. The Maha Mayadevi temple in Ratnapur near Bilaspur in Madhya Pradesh has plenty of water on its north half and is a very popular temple in Chattishgarh region of Madhya Pradesh.
5. Kamakshya Temple in Guwahati has a water-body on the north side and is one of the most popular temples in the north-east parts of India.

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- 6 The Bramaramba Mallikarjuna Swami Temple in Sriseilam is one of the twelve *Jyotir Lingas* considered as the most sacred by all Hindus. This ancient temple dating back to 3000 B.C. is located on the west bank of Krishna river with its popularity increasing year after year.

WATER-BODIES IN OTHER AREAS

Conversely water in the wrong places can derail our plans. A water-body in a faulty location can cause immense harm and disrupt the natural prosperity generating system.

A water-body in the south-east creates conflicts among partners and between management and the work force. Added to this if there are other negative factors, a water-body in the south-east (*agneya*) causes fire accidents, accidents to the personnel, and litigation. It would therefore be imprudent to create a water-body in the south-east quadrant of your unit.

If a water-body is already existing in the form of a well or a big sump in the above corner, it needs to be shifted to north-east quadrant to promote peace and prosperity at the earliest.

The worst place for a water-body is south-west quadrant.

Water-bodies in the south-west quadrant are major liabilities. The south-west quadrant is diagonally opposite to the north-east quadrant. Hence water-bodies in the south-west produce the most undesirable and harmful results to any company. They actively promote strife between the management and work force, cause more expenditure, slash sales and choke the cash flow by creating hurdles at each stage.

A water-body in the south-west is a wealth-destroying agent and it should be shifted immediately to the north-east quadrant. If it is not possible to shift it to the north-east quadrant and has to be retained in the south-west for practical reasons/processing purposes, the

water-body should be built above the ground neutralizing its harmful effects.

If it is not possible to build the water-body above the ground, then a bigger and deeper water-body should be created in the north-east quadrant to neutralise the harmful effects of the water-body in the south-west

Water-body in the north-west The north-west quadrant is the abode of air. Water in this quadrant converts friends into enemies. Since north-west is a part of west, water in the north-west damages the image of a company and reduces its sales. Again since north-west is a part of north, a lower level on the west side in the form of a water-body creates problems for the smooth flow of cash. It reduces income and escalates expenditure.

A water-body in the north-west causes delays on all fronts and prevents the timely execution of projects.

If the existing water-body in the above quadrant has to be retained for unavoidable reasons, it is better to have a bigger and deeper water-body in the north-east quadrant to offset its effects.

A water-body in the middle of a site is considered highly inauspicious. It sows seeds for self-destruction and should be filled up at once with the earth dugout from the north-east quadrant with a sense of urgency. The volume/size is the criterion to compute the effects of a water-body below the ground level.

WATER-BODIES OUTSIDE YOUR PREMISES

Natural water-bodies like lakes and rivers are inexhaustible sources of strength to companies to create more wealth. A river on the east side to any plot strengthens its wealth generating capacity beyond human imagination if other *Saastric* precautions are observed in constructing the unit. The broader, deeper and closer the river to the boundary the more is the beneficial effect on the bottom line.

APPLUENCE EVERYWHERE ALL THE TIME

A river or a lake on the north side is equally beneficial to create more wealth. The water on the north side literally broadens and deepens cash flow and creates peace and harmony in any industrial venture.

If other *Saustric* precautions are taken, industrial units with rivers on the north side remain centres of prosperity continuously as long as rivers exist. For these fortunate companies labour is a devoted and dependable force to create wealth.

Water on the north side augments the resources and helps a unit to grow and ramify, and acquire more assets. Water on the north side is a powerful catalyst in transforming mini-companies into mega-companies. Entrepreneurs should grab plots on the southern banks of rivers or lakes.

WATER ON THE WEST AND SOUTH

Water in the form of a river or a lake on the west creates constant hurdles for any business venture to run smoothly and inordinate delays haunt the day-to-day operations of such units. Expenditure soars and such companies are bound to collapse on account of depletion of finances.

Water on the west breeds and stokes the fires of hostility between the management and governmental authorities and they become a constant source of harassment.

Entrepreneurs should, therefore, avoid plots on the east banks of rivers or lakes no matter what the practical advantages are.

Water on the southern side in the form of a lake or a river destroys the wealth generating capacity of any site and leads to a fast decline in the fortunes of any company.

EMPOWER THE ELEMENTS TO PROCESS PROSPERITY

When the river is very broad, deep and perennial, the effects tend to be devastating. The overwhelming power of water in the form of a river on the south takes a heavy toll in which the businessman and the country are the eventual losers.

Water on the southern side incites conflicts between management and labour. Such conflicts halt the manufacturing/business operations at the slightest provocation. Sudden unexpected developments force you to sell your assets and business shrinks due to inexplicable reasons.

Therefore, in one's own interest one should never buy a plot with rivers or lakes on the western and southern sides.

A BORE-WELL AND AN OPEN CUT WELL.

A bore-well consists of a pipe of a few inches to draw out water from the bowels of the earth. The depth of the bore-well may vary from place to place depending on the water table. By locating the bore-well in the north-east quadrant you are removing a very small quantity of earth. *The effects of a bore-well on the bottomline are negligible.* But by creating an open cut well, a big quantity of earth is removed reducing the weight in the north-east quadrant. The effects are substantial and follow without any time lapse.

A bore-well can be dug wherever a water source is available out of necessity, provided an open cut well is dug in the north-east quadrant to neutralise even the minimum effects of a wrongly located bore-well.

If the water table is a few hundred feet below the surface level then create a big well and fill it with water in the north-east. Storage of water below the ground in the form of an open-cut well is a natural source of peace and prosperity in a unit.

The most important cardinal element is earth represented by the south-west quadrant as stated earlier. The buildings/structures we

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build in a site are treated as part of earth for Saastric purposes. Its area should not be less than that of north-west and south-east quadrants. Elevating south-west and covering it with high-rise buildings is the most effective way to harness the Vaastu Shakti of the earth or empowering the earth to process peace and prosperity.

Covering the south-west quadrant with buildings/structures makes the cardinal element, open space (on the north and east) a mighty source of elemental power and activates it to work positively for peace and prosperity. Any structures big or small, temporary or permanent on the north and east hamper its proper working. This is the right way to empower the element, open space to aid human effort to achieve success in life.

Keeping the north-west quadrant open is the Saastric way to harness the power of the fifth element, wind and empower it to play an active role in creation of wealth. Wind works negatively if it is confined between walls. It should be allowed to blow freely to interact with other elements to generate prosperity.

The presence of earth, water or fire in the form of structures, water-bodies or boilers/furnaces respectively in the north-west quadrant, is hindrance for the free and proper role to be played by this cardinal element for generation of prosperity.

When all the elements work in coordination with each other they generate positive Vaastu Shakti immensely. Positive Vaastu Shakti and human endeavour have limitless power to redesign our future.

SELECT YOUR OFFICE PREMISES

As an oyster transforms a raindrop into a priceless pearl, a Saastric premises converts a mini company into a mega company. Ordinary people become extraordinary achievers in a place strengthened by Vaastr Shakti.

Based on the principles discussed in the previous chapters, it should not be difficult to decide on the proper location of one's office premises. It may be worthwhile to take a second look at them.

Organizations occupy a whole building or a floor/floors in a building or part of a building or a part of a floor/floors. The same Saastric principles apply when an organization takes a whole building or a complete floor/floors.

While occupying a part of a building or floor it makes sense to choose a relatively better wing. This applies to high-rise buildings/commercial complexes and single storeyed structures as well.

1. Do not purchase/rent office premises built in a triangular site because nothing can be done to change its inherent destructive capacity to transform human effort into failure.
2. Avoid a circular location for office premises. In a circular building north-east and south-west are sheared off and hence the vital areas to generate peace and prosperity are missing.

An office in the ground floor of a circular building is better if the site is a square or a rectangle and provided other Saastric principles are followed in constructing the building.

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But for those who live in the first floor and the floors above, the office area works as their site and built-in-area. Hence such buildings need to be avoided.

Our Parliament Bhavan is an unforgettable example of a circular building. Precious time of the country is wasted in unproductive debates and discussions.

- 3 You should be very careful in selecting your office if the plot has roads on east and south.

The bad effects of the *agweya* corner are neutralized to a great extent if the plot is square shaped and the building is constructed on the western boundary with east half of the site intact.

If the south-east plot is smaller in area than its neighbouring plots on the west and north avoid going in for it. Offices and business establishments in such locations spell failure dogged by a sense of insecurity and uncertainty from the very beginning.

If the ground level on the west side outside the boundary is lower even by two or three feet or if the east road is higher do not opt for an office in a building located in the south-east corner. Again if the neighbour's building on the north is located right on the northern boundary reject such a location. Self-reliance in money matters will be a mirage in such premises.

- 4 In urban areas builders tend to locate complexes in the middle of the plot leaving equal open space on all sides. In such buildings if the plot is a rectangle or a square, magnetic north is zero degree or *more prosperous north* and other factors are normal one can opt for such locations.

SELECT YOUR OFFICE PREMISES

- 5 For plots with roads on the south or west, the current trend is to construct buildings with more open space towards the road to satisfy local building laws

If the open space is more on the south roadside than the open space on the north side, avoid such buildings

More open space on the southern side inflates your expenditure and makes it uncontrollable while reducing income

- 6 Business located in buildings with more open space on the west than on the east, is always subject to unavoidable delays draining resources

Those who depend on the government or foreign trade as their mainstay for business should avoid buildings with more open space on the west, though they are endowed with other *Saatvik* features

- 7 Any projection of the site in the north-west is bound to reflect adversely on the overall efficiency of the office

Projections in the north-west can be on north north-west and west north-west. They tend to weaken the prosperity generating nature of the north-east and south-west. *Weakened north-east and south-west ensure losses in business*

- 8 Similarly, any projection in the site towards the south-east is equally harmful for the successful functioning of any organization. The south-east projection leads to litigation, breeds and promotes differences among partners and causes heavy unexpected expenditure. The projections in the south-east are of two kinds, east south-east and south south-east. As in the case of projections in the north-west, projections

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in the south-east neutralize the beneficial effects of north-east and south-west and are therefore, to be shunned

An office premises with projections in both the south-east and north-west forces the management to burn the candle at both the ends. Such companies wind up their shows suddenly

9 Sometimes the site may be a rectangle or square but the building may have projections in the north-west or south-east. For those who live in first floor and above, such projections cause considerable damage to their working because these projections act as the greatest obstacles to success

10 Do not ever choose an office in a building if it has more floors on the east side. Such a location leads one to build castles in the air and eventually one's dreams do not translate themselves into reality despite tantalizing plans of success

11 Similarly, if a building is higher on the north than the south (with more number of floors on the north) avoid it. The higher level on the north will dry up your cash flow making survival a Herculean task

Another unwelcome result is that organizations located in such buildings fail to instil commitment and sense of loyalty in their staff

12 When a company occupies an entire upper floor it should be identical to the lower and upper floors. An open terrace on the south and west tends to create insurmountable problems

An open terrace on the west causes delays, well-planned business strategies come to naught and one is weighed down

by the feeling that circumstances beyond one's control are casting a long shadow on business

Similarly, an open terrace on the south escalates expenditure and strangles liquidity

- 13 An open terrace on the south-west is like a Frankenstein, which devours wealth, health and reputation in the market

An existing open terrace on the south or west or south-west needs to be covered or covered immediately with heavy and higher RCC structure.

- 14 If the building has a basement floor outside on the south abutting the boundary wall you should not locate your office in such building. Such basement floors literally cripple your attempts to become self-reliant financially. Your prestige and popularity will touch a low ebb and you will find yourself harassed by litigation.

If the basement is at some distance, say, five or six meters, and is covered with a high-rise building, the damage will be relatively less.

- 15 If there is a basement on the west outside your boundary but abutting it, your efforts to grow and prosper get torpedoed by nature. Your business standards tend to fall suddenly and sharply. Therefore, do not ever rent/purchase such office premises even if it is located in a prime area and available at a throwaway price.

Again if the basement is at a distance of 5 or 6 meters and is covered with a high-rise building, the damage tends to be relatively less.

- 16 Similarly, if there is a high-rise building abutting your eastern wall it acts as a big hindrance to your growth and

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tends to disrupt your business. Hence, such buildings need to be avoided like the plague.

17. By a similar yardstick, a high-rise building on the north side outside your compound will create spiralling expenditure and balancing the books becomes a tightrope walk.
18. Do not go in for accommodation in a building if the same neighbour covers it on two sides. He enjoys a lion's share of nature's benefit.

POSITIVE FACTORS

1. A thorough understanding of the negative influences shed light on factors to be preferred while selecting a location for one's office or business set-up. A building located in a square or rectangle plot with *prosperous magnetic north* or *more prosperous magnetic north* can be considered for your office accommodation provided there is open space on all sides in equal proportions.

Buildings with more open space on the northern side and the eastern side are more preferable.

2. It is always wise to select a building with parallel roads, three roads or four roads for your office when your goals are high, the products high-tech and the investment heavy. If all other principles are followed these roads act as reliable catalytic agents to translate the wildest of your dreams into concrete realities.
3. Corner buildings with roads on the north and west, south and west, and north and east are better than buildings with a single road if they are free from the negative influences discussed earlier.

SELECT YOUR OFFICE PREMISES

A basement floor to the north running along the boundary outside widens and deepens your cash flow and serves to stimulate growth at a fast pace. It enables you to acquire more assets.

- 4 Similarly, a basement floor on the east running along the boundary outside provides a thrust and impetus to growth. A basement on the east sets you on a rollercoaster ride to success.
- 5 Again if the western side is higher it leads to products of excellent quality and they are marketed with premium. For research and development higher west side is a must in the modern business world and serves as a reliable ally in creation of affluence.
- 6 If the building is higher on the south side it generates more cash, enough to acquire additional assets to increase the range of your activities.
- 7 A building with a higher ground level on the west and southern sides sugars well as it is buttressed by nature on two sides. In such locations you get maximum rewards for minimum efforts. Your success is lasting and enduring.

In selecting a part of a flat or building as a location for one's office premises one has to be wary of several factors as an infringement of even the most insignificant detail can wreak havoc.

- a If a floor is divided into two halves south and north, normally the south side is better than the north side. So if a building has roads on east, north or west ideally one should go in for a location on the southern side.

However, the northern side is preferable to the southern side if the office premises has a road on the south. The point

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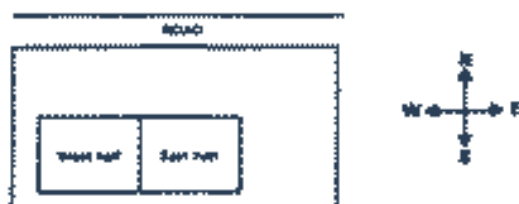
of entry in such a case is from the south. The entry is through a gate either on the south-east or the south-west.

If the southern side is divided into two flats or more the south-west flat is always the most ideal location.

The Vaastu Shakti of the flats in a floor declines considerably as you go from south-west to north-west, south-west to south-east or south-west to north-east.

If one looks at the north half of the building alone, the north-west is certainly more powerful than the rest of the area in the north half of the building.

- b. If a building is divided into eastern half, and western half, the east half has more *Vaastu Shakti* and hence its residents are more prosperous in general.



If the east half is divided into different parts, the southern half is considered more powerful than the northern half.

Again in the west half, the south-west side is more powerful than the north-west side.

If a building has parallel roads or three or four roads, and if there are approaches to all the roads and the flats are squares or rectangles, normally everybody in such buildings tend to do well.

SELECT YOUR OFFICE PREMISES

For companies located in Saastric buildings growth and prosperity are inevitable. They should look for additional accommodation towards the east, north or north-east, because such locations, in a way, are considered sure-fire recipes for growth, and serve as springboards for success and prosperity

FOR SHOPS

Shops are usually located in crowded areas and buildings are constructed in such a manner that the entire area of the site gets covered

For shops first consider the proposed building

Ideally, it ought to be equal in height to your neighboring buildings on the north and east. If your north building is higher or if the plinth level of your neighbouring on the north is higher, you will be at a disadvantage

Similarly, if the building on your east is higher, or the plinth level of the building on the east is higher, you will be handicapped in your business

If the building on the west is higher, and the plinth level is higher you will do more business than you plan. Similarly, if the building on the south is higher, and the plinth level of that building is also higher you will generate more cash with minimum investment and your cash flow is steady and continuous

Normally shops occupy relatively small areas. Cube-shaped shops tend to act as launching pads for success for small entrepreneurs. Cuboids enable you to be always ahead in business

You will find intense economic activity and surplus wealth if the roads are straight and the magnetic north is prosperous or more prosperous. These roads benefit all shops

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The road aspects from north and east to your shops or office are additional strengths to your business

Avoid shops or offices if there are road aspects on the south and west and especially in the south-west corner

SAASTRIC PACKAGE FOR QUALITY GOODS

The Saastric approach ensures the manufacture and marketing of quality goods resulting in a steady and continuous cash flow

After selecting a Saastric site, locate the building in the south-west quadrant leaving statutory minimum space on the west and south sides

If there is a road on the west side or if the ground level outside is higher or equal to the ground level inside the compound, the building can be built on the west compound wall itself

This is a reliable Saastric principle to produce zero defect quality goods.

Absence of open space on the west creates a bright image and helps the products of the company to take off in terms of popularity. It is nature that "transforms" a brand name into a generic name. Take the case of 'Decolam'. The godowns were built on the west wall itself without leaving open space in the Bakeite Hylam factory in Sanathnagar, Hyderabad

Similarly, in MTAR, a medium scale engineering unit at Balanagar in Hyderabad, the south-west quadrant is completely covered with a high-rise tower without leaving one centimetre of open space on the west and south. MTAR is considered as a world-class engineering company though promoted and run by first generation entrepreneurs

In the urban areas in our country the buildings rules make it difficult to comply with the Saastric principles. In the larger interest of the country our planners should lay a totally different set of rules for industrial and commercial areas

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The next precaution to be taken while constructing the building with the aim of producing world-class quality goods is the plinth level. The height of the plinth should be at least 1.5 meters minimum above the surrounding road levels. We should remember (while deciding the height of the plinth) that we are planning for the next 100 years. The weight of such plinth is an ideal condition for producing quality goods at competitive prices and saving sizeable amounts in production costs. More weight in the south-west in the form of a high plinth is more wealth. *When your plinth is high and heavy your company rises above mundane material and marketing problems that plague many industrial units.*

If the open space on the east side is at a lower level or if the descending slope of the land is towards north or north-east, nature will make its inestimable contribution to produce quality goods at minimum cost.

As discussed elsewhere about the cash flow, creation of a water-body in the north-east quadrant solves many technical problems thereby improving the quality of the products.

A water-body in the north-east motivates the work force in the organization and serves as a tremendous source of inspiration enabling them to give their very best. A water-body in the east creates proper perception in the minds of the consumers about the quality of your product. It is an image builder.

A lower ground level outside the compound on the east ensures quality. Water on the east side in the form of a river or lake converts a company as a reputed source for quality goods.

Similarly, a road on the east acts as a shock absorber to prevent external influences from damaging the quality of your products. Ideally, your plot should have a road on the east side for smooth, uninterrupted operations.

A road on the west is a good *Saastric* defence against hostile market influences. The tendency to create basement floors is spreading fast in the urban areas. A structure with a basement floor on the west will affect the quality of your products. A road on the west is highly necessary to prevent this potential danger and implant enduring quality to goods.

If there is an elevated ground or a hill on the west and if other *Saastric* features are equal, you will market the goods at a premium. The morale and the mental efficiency of the staff will be very high. The machines give superb performance. Such places are ideal for the birth and blossoming of brilliant ideas.

For entrepreneurs obsessed with quality, a site with a hill on the west or south provides an ideal setting to achieve their objectives.

In buildings, the west side should be higher for lasting quality and a good image. If a part of the building has to be covered with RCC it should be on the western or southern sides. A light roof is ideal on the eastern and northern sides.

With RCC one can add additional floors on the west to produce goods which command premiums in the market for their inimitable quality.

In Dredner Bank in Frankfurt the high-rise tower is on the west. The Bank is expanding its operations globally.

One should have fewer openings on the west side in the form of doors and windows. The northern and eastern sides should have more windows and doors to prevent technical problems and provide peaceful environment to the entire work force.

All high-rise buildings with less space on west and south and without basement floors are perfectly designed to produce wealth on a vast scale. With high-rise buildings located in south-west or

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west side, you can compete successfully in a highly competitive business environment

Avoid slopes to the west side or south side in the structures. A slope towards south is bound to affect the health of your machines and is detrimental to the production of quality goods. Eastern slopes are ideal

In a processing/manufacturing unit, if the utilities or services are to be located to the north or east of the main building, they should be housed in light and low-level structures. This ensures that the wealth generating capacity of the main building is not disturbed by these accessory structures

To create aesthetic effect and to produce quality goods, split-levels can be incorporated in the site and in the buildings also. In split-levels, the western side should be higher (and the eastern side should be lower) to produce better quality goods

Of course good marketing should back production. Proper selection of a *Saasthic* site ensures success for marketing efforts

MARKETING/BRAND BUILDING

Selection of a *Saasthic* site, therefore, is the key. There are companies, which are doing brisk business without much publicity saving substantial sums on this account. The Yashoda Super Specialty Hospital and Green Park hotel in Hyderabad, Hotel Taj Bengal in Calcutta, Vantach Pesticides and Asian Coffee near Hyderabad have been very successful in their business without wasting much time and money on publicity

Nature serves as a useful ally in our efforts to achieve success in marketing. The response time of the market to accept a new product is slashed considerably by providing more open space on the east. In this way you reduce expenditure on publicity and marketing effort

Wherever west is totally covered or the western side is high or where open space is more on the east side and in low level, people naturally tend to be loyal to the products

"Decolam" is a very good example of a successful brand. In Bakelite Hylam at Sanathnagar the west side is at a higher level (and the eastern side is at a lower level). The site is fully strengthened with godowns on the west compound wall itself. These Saastric factors in addition to roads on the south and west and the rail track on the east and a road aspect from the north-east have all contributed for building a well-known brand.

"Charms" of VST is one of the well-known of brands in the cigarette market in India occupying a premium position in the cigarette market. The brand was developed within a short time of 18 months in a location strengthened by four roads.

A famous unit, U-foam, has a strong combination of three Saastric factors. A square plot, three prosperous roads on south, west and east and a higher level site on the south and lower level site in the north outside have made it a popular brand in the yesteryears.

(The above two brands, Decolam and U-foam are victims of self-inflicted wounds. The expansion of site and buildings in the prohibited directions did irreparable damage to Bakelite Hylam. More area was added to the original site in the east south-east and massive buildings were constructed on the eastern side.

U-foam acquired additional area in the north north-west and burdened northern side with heavy buildings. These changes did considerable damage to these brands).

Visaka Asbestos Products became a runaway success in a short time. It is a square plot with prosperous north and the unit is located in south-west, giving popularity to the brand and prestige to the first generation entrepreneurs.

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Spartek Tiles near Tirupathi has parallel roads on the east and west, a railway line on the south side (in effect, another road), and a projection in the west south-west. The plant buildings are located in the south-west leaving vast open space on the east and north sides, making it a successful brand within a short-time.

G Pulla Reddy Sweet Shop in Nampally, Hyderabad is another good example of a thriving business enterprise, strengthened on the west side by Brijdavan hotel building and more prosperous north. The sweets are manufactured in the first floor with the south-east cut-off. It is a leading brand among pure ghee sweets in the entire country. Similarly, Mr. Pulla Reddy's house at Red hills, Hyderabad is fortified by a hillock on the south side with projection in west south-west. His sweets are known for consistent high quality for more than 50 years.

The China Garden, a reputed restaurant in Om Chambers patronized by the elite in Mumbai has elevated area on south-west side and is strengthened by more prosperous north.

Even well-known companies cannot market their products or build a new brand if the manufacturing facility is located in a bad site and the buildings are located in the prohibited areas of the site.

The new unit of Allways Refrigerators is located in a weak site in Cuddapah. The performance of the unit is a chilling example to prove that nature can freeze our plans to popularize a brand if nature's power is not utilized properly.

Tanishq Jewellery is a shining example to prove that a successful company like Titan Industries cannot create a popular brand when the manufacturing site is defective.

A bottling plant of a world-renowned brand of soft drinks near Chennai, has been bleeding because the entire unit is located on the north side.

The *Vastu* aspects of some of the famous Indian temples offer excellent guidance for anyone willing to learn a few lessons. Our ancient architects and spiritual leaders utilized the power of nature to build temples that have been attracting devotees for hundreds of years.

Vastu Saastri makes incalculable contribution in imparting quality to the products and cutting the cost of production. It also ensures enduring life to a brand. Utilization of *Saastri* principles slashes recurring expenditure on publicity and marketing. *No brand can be built without utilizing Saastri power properly.*

CREATE CONTINUOUS CASH FLOW

After selecting a *Saastvic* plot/site with prosperous north or more prosperous north as mentioned in earlier chapters, implement the following principles for a steady and continuous cash flow

A) Locate your structure or structures in the extreme south-west leaving statutory minimum open space on the south side and west side. This implies that there is a lot of open space on the east and north sides. *This is nature's magic mantra to end the dark age of debts*

With roads on the south and west or with the ground level outside your boundary on par with your ground level or higher, you can construct on the south and west boundaries. This is another opening to a successful and prosperous future

When there is no open space on the south side and west side, your cash flow is steady and continuous. This is the easiest *Saastvic* way to become totally self-reliant in financial matters and maintain healthy liquidity always. Even projects run by first venture entrepreneurs will eliminate the interest burden in a remarkably short time if there is no open space on the south side and west side.

B) The open space on the northern side should not have even temporary structures and should be fully open to the sky. To generate more liquidity and create a serene atmosphere in your premises for smooth working of your organization, lower the ground level on the north side or raise the ground level on the southern and western sides.

A massive water-body in the north-east quadrant is another useful feature that serves as a natural stimulant to growth and success.

A lower ground level on the north is a feature that augurs well for the growth and rise of business. It can be seen as one of nature's boons that needs to be effectively utilized in order to attain one's goals and achieve the sort of success that becomes exemplary.

Similarly, if the ground level is lower or has a mass of water outside your compound on the east, you can take it for granted that you are blessed with a Midas Touch. Whatever you touch literally turns into gold. Such plots have incomprehensible power to convert your simple strategies of business into grand success stories.

If the south side outside your compound is at a higher level, the flow of money is likely to be consistently high. The cash flow in a sense corresponds with the higher level. In short, if the levels outside your site are higher on south side and lower on the north side, your company is a *Kamadhetu*.

Half of the western side, as stated earlier, is also half of the southern side. When the western side outside is at a higher level along with the southern side, nature has designed your site to create unbelievable prosperity. Such locations are veritable gold mines.

If there is only one building housing your activity, the southern side should be kept higher to generate more prosperity. *Blending Vastu principles with RCC, you can create business wonders everywhere.* You can create a few more floors on the south or west sides in buildings to strengthen the *Vastu* power.

A few additional floors in the south-west in high-rise buildings convert them into growth and profit centres and all business enterprises located in such buildings get the benefits of the elevated south-west. If other precautions are also taken failures are rare in such business complexes.

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When there is more than one structure in your unit, locate the bigger and heavier structure on the south-west side. The structures towards north-east should be lower and lighter.

Your business activity /processing activity will be unobstructed and cash flow continuous if there are no other buildings/structures to the north and east of your processing area.

The following don'ts are absolutely necessary to maintain a sound equilibrium which serves as the basis for high liquidity in your business. After following the *Saastav* principles in selecting the site and locating the buildings, you should always keep in mind the following precautions:

1. Do not add any additional structures on the open space in the north side. When the original buildings are in the south-west, you are bound to expand and increase your activities. Temptations are strong to utilize the existing open space on the northern and eastern sides because of some exigency or other. One should overcome this temptation and keep the open space intact for peace of mind and prosperity. Over expansion like overeating causes sickness.

The ideal option for expansion is to grow vertically. The addition of more floors on the existing buildings in the south-west quadrant immensely benefit all the operations of a company and increase the cash flow beyond the expected level.

2. A common practice in many industrial units is to dump industrial wastes in the open space on the northern or eastern side more as a matter of convenience than anything else. Any weight added on the northern or eastern side in the form of earth or any other waste material will correspondingly reduce your cash flow proportionately to the quantum of the weight. It will have a long term effect on the company's fortune and dampen the morale of the staff. Bhadrachalam Paper Boards is dumping

its waste materials in the north-east. Its depressing effects will be felt on the bottom line.

Tamil Nadu News Print and Papers Limited also committed a similar blunder. In the process of expansion it built a massive raised platform on the north to store its raw materials. A raised north eats into the cash flow and drastically alters the financial position of a company.

In the initial years the entire eastern side in BHEL, Ramachandrapuram was open and all the shop floors were built on western side. It was considered as a cash cow. Over the years most of the area in the north-east quadrant is covered with buildings. As the weight and covered area are increasing in the north-east quadrant the cash flow is decreasing.

Dump the waste material in the open space on the south side, west side or south-west side. The Bhilai Steel Plant is doing the right thing by dumping all its industrial wastes on the south-west side.

Addition of weight on west and south is extra power to a unit to strengthen its cash flow.

MAINTAIN CORDIAL LABOUR RELATIONS

Indian culture teaches us to treat a stranger who comes to our house as an incarnation of *God-antha deva bhava*. When we treat a stranger who comes to our house as God, it is our duty to treat the personnel working in an organization as members of our family and liberally share the prosperity generated with them. Reciprocally the employees feel morally obliged to work for the company's growth and success.

There are companies that pay very high salaries and offer an attractive package of perks, but unfortunately maintaining harmonious relations with the staff poses a problem for them. It is not always correct to say that high emoluments automatically prevent the eruption of disputes and motivate the staff to give their best for their organization.

From *Vaastu's* point of view, you can maintain peace and harmony in any business venture by incorporating a few principles.

Kerala is a very interesting state for any *Vaastu* student to study labour relations. As a tradition, most of the industrial sheds are built in the north-east quadrant or north-west quadrant. When the north-east or north-west quadrant is burdened with structures, it affects the mental peace of everybody working in the organization. Nature creates an atmosphere of hostility and hatred. People tend to become quarrelsome.

Wherever north-east/north-west or both are covered, relations are not only strained between the management and unions, but the relations between the different unions are also strained vitiating the atmosphere. Inter-union rivalry is a common phenomenon in many parts of India. However, nature has an inherent strength to iron out such hostilities and offers many correctives.

In the same industry two industrial units located in the same city are maintaining totally different relations with trade unions. In Taj Bengal, Calcutta, the high-rise structure of the hotel is more towards south and west. The swimming pool is located on the north side. Peace and prosperity creating area, north is strengthened by the continuously flowing drain on the north side (out side the compound). The management and staff enjoy cordial relations. The continuous flow of water in the drain has converted the hotel into a favourite place for foreign executives and the elite of Calcutta.

But in Hotel Hindustan International, Calcutta, the situation is totally different. The high-rise structure of the hotel is on the north side and the swimming pool is located in the south-east. The history of the hotel is characterized by frequent and sudden labour disputes.

The same management, in the same line of activity, is not able to maintain peace and harmony in different locations. Bajaj-Auto is maintaining cordial relations with labour in Pune, an area known for trade union culture. But in a backward area like Aurangabad it is facing occasional headaches from labour. The reason for this is not hard to discern— the north-east quadrant is at a higher level, creating misunderstandings between the unions and the management.

It is not uncommon to see companies landing in labour and allied problems when they expand or build more structures towards north and east violating Sanskrit principles. Standard Motors in Madras constructed two massive structures in the north-east to create new facilities to manufacture Standard 2000 cars. The rest, as they say, is sad history. There was a prolonged labour dispute leading to the closure of the unit for more than 3 1/2 years followed by a change of management. The new management led by Mr A C Muthiah, a well-known business tycoon, did not succeed in restoring harmony in labour relations.

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The addition of a building in the north-east a few years ago is provoking resident doctors in NIMS, Hyderabad to indulge in strikes and cause great inconvenience to the suffering public

A very popular hotel in Hyderabad, Hotel Sarovar, had crippling labour problems after a massive building was constructed in the sprawling open area in the north-east. The multi-storied structure in the north-east quadrant not only severed the relations between management and labour, but also created conflicts in the management itself ultimately leading to the closure of the unit. This is an impressive example to prove that additions or expansions in the open space in the north and east breed disruptive labour and management problems.

In the initial years, *Eenadu* daily faced labour problems in Hyderabad when the north side in the building was higher with RCC and the south side was lower and lighter covered with asbestos sheets. But after the high-rise building was constructed on the south side, *Eenadu* is free from labour problems. The lesson that needs to be drawn from *Eenadu* is to make the south-west heavy and high to liberate oneself from agonizing labour and cash flow problems.

All these examples serve to illustrate the point that nature is the breeding ground for peace, harmony and prosperity or for violence, loss and disruption of industrial activity.

In all ancient temples like Tirupati, Sri Krishna's temple in Guruvayur and Anantha Padmanabha Swamy temple in Thiruvananthapuram, very deep and wide water-bodies are created in the north-east. Removing massive quantity of earth in forming the water-bodies strengthens north-east. These water bodies serve to create a peaceful environment in the temples and serve as perennial sources of income to the deities.

In temples where it is not possible to create water-bodies, our ancient architects used other factors of nature to create peaceful

surroundings for the pilgrims who come in search of peace and tranquility. They would select the east slope of a hill as in the Durga Temple in Vijayawada or Badrinath Temple in the Himalayas. The famous Srinathji Temple in Nath Dvara, Rajasthan has the same feature. An elevated west and a descending slope to east are natural characteristics that bring peace and contentment.

What are the preventive steps to be taken to promote peace and harmony in an industrial unit?

The first effective step is the selection of a *Saastric* site. If the slopes in the site are towards the south, it does not promote industrial harmony or material prosperity. If the ground level on the south outside your boundary is lower, it is not advisable to select such sites to locate your company. Sites with hills or elevated places on the north should be shunned. To put it differently, if there are elevated places on the west or south outside your compound, such sites are ideally located and serve well to promote harmonious relations in your factory. Or if the ground level on the north and east is lower or with a water-body, it augurs well for maintaining harmonious labour relations over a considerable length of time.

In locating the buildings, the entire north half should be kept open to maintain cordial labour relations, to generate a surplus cash flow and to fully utilize the capacities.

The north side consists of two quadrants, north-east and north-west. The worst area for construction of any building, as pointed out earlier, is the north-east quadrant.

Expansion of buildings towards north-east destroys the existing peaceful atmosphere in your premises, incites animosity and impedes growth.

The north-west quadrant has similar explosive potentialities, though to a lesser extent, to create problems with labour, if it is planted with buildings. Any construction in the north-west first disrupts the

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peace of mind of all staff members. The best available option then, is to keep the north-west quadrant and north-east quadrant open to the sky with a massive water-body in the north-east quadrant.

The open space on the north and east with a water-body in the north-east quadrant is nature's prosperity processing system working peacefully and silently. I should repeat that it produces an invaluable and elusive product, peace of mind to everybody.

When *Saastric* principles are followed scrupulously invariably prosperity follows at times to an extent beyond our imagination. During such times businessmen think of diversification and expansion. It is always prudent in *Saastric* terms to expand vertically by adding on to structures located in the south-west.

The law of diminishing returns does not operate when you expand your building towards the north and east. The law of negative returns takes-over. The present level of profit may also evaporate.

Similarly, if you desire to expand your activities vertically it is better go for a cube or a cuboid building to get optimum performance from nature.

When massive structures are built on the northern side like those of Partap Steel in Patancheru and Southern Steels, Moola Ali in Hyderabad, it is a costly affair to restore harmony between labour and management without addition of bigger and heavier buildings in the south-west. Naturally, this involves heavy additional investment.

Partap Steel in Patancheru was planned in a *Saastric* way though unknowingly in the beginning. Originally the unit had roads on four sides with a cut in the south-east. The main shed was built on the west leading to a fast growth in production capacity. When the north-west quadrant became very heavy with expanded main shed and new structures, disharmony between labour and management

developed leading to a protracted labour dispute and crippling of operations

In Southern Steels in Moula Ali, most of the structures are located in the north-west quadrant leading to prolonged strikes. All these examples indicate that if you cover the north side of your site with structures making it heavy you are sowing seeds for disharmony and violence. *Please keep north-east and north-west totally open with a water body in the north-east quadrant to ensure peace of mind to all.*

The Nalgonda district is a strong hold of the Communists. A few industrial units near Bibisagar-Bhuvanagiri area in Nalgonda district present an interesting study in contrast with respect to labour relations.

Saket India, a new granite unit, witnessed strained labour relations from its very beginning due to the location of the main shed on the north.

In the Surya Lakshmi Cotton Mills, a hillock on the south renders the south side heavy. A big water body in the north-east across the road fortifies the unit. This mill is a fountain of prosperity to the promoters. *It did not lose a single working day from its inception due to strikes.*

A leading vermicelli company producing Bambino brand has a vast pond in the north-east in its plant at Bibinagar. The management and labour have good relations.

A new export-oriented agrobased unit faced hostile labour problems in the very first year of its production because of the location of RCC structures in the north-west quadrant leading to disruption of production.

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All these units are located in a local bastion of the Communist Party but each unit has its own tale to tell based on *Vaastu* factors that appear to influence its running

A popular hotel for the middle income group, Dwaraka Hotel in Hyderabad, offers an interesting study from the *Vaastu* stand-point. The hotel consisting of a single building with three roads and road aspect from south north-east has its restaurant located in north-east. The restaurant occupied the ground floor. Burgeoning business led the management to add two more floors to the restaurant and this proved to be the proverbial last straw on the camels' back. The restaurant was closed for more than a year due to workers strike. And the hotel is not the same again.

PREVENT POLLUTION AND MAKE MORE PROFIT

Globally harmful pollutant wastes and effluents are endangering human, animal and plant life. Laws governing pollution-causing industries are becoming more and more stringent and the pollution controlling provisions are likely to be strictly enforced in the coming years.

Vastu Shastra offers practical solutions to solve the problem of pollution. Once the industrialists are convinced that their investment in pollution control measures as per *Shastric* guidelines pays them good dividends they will readily implement the pollution prevention measures/systems.

The polluted water released by sugar factories, paper mills, chemical units, etc, can be purified profitably by locating the pollution control systems in the north-east, northern side or eastern side. The purified water can be used for irrigation or for pisciculture by creating large natural water ponds in the north or east. The prosperity of an industrial unit will be correspondingly more if the water storage area is bigger and deeper in these directions.

This simple principle of nature serves the industries and society eminently. The investment in pollution treatment plant and equipment can be recovered easily in this *Shastric* way. The earth removed in creating ponds for pisciculture or locating the pollution control equipment should be totally carried and dumped in the south-west to strengthen it even before starting the construction activity in the project. This will facilitate completion of the project without problems.

A unit producing tele-tubes near Hyderabad has more open space on the west side at a lower level. This area was earmarked for

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paddy irrigation with the water released in processing after purification

The low-lying area on the west side with water proved to be fatal to this manufacturing unit. Similar disastrous results follow if any industrial unit has more open space on the south side with water ponds, etc. *Entrepreneurs can avoid such suicidal mistakes by locating all the processing/manufacturing buildings on the south-west and water purifying and utilizing activities on the north and east.*

Incineration of waste material should be done in the south-east quadrant of the site. Burning of waste material in the south-east activates the cardinal element, fire and improves the financial health of a unit. But boilers housed in large structures should be located very close to the processing areas keeping the entire space on the east open to the sky.

The trend all over the country is to harvest rainwater. If this is done in this north-east quadrant, it will not only be an eco-friendly measure but will also boost the ground water levels. Most importantly, it will enrich the cash flow.

EXPANSION OF BUSINESS

Saastric principles propel entrepreneurs to expand their activities and create the perfect sync between their expansion plans and future vision

Indiscriminate addition of areas to the existing site or construction of additional structures in the existing site can create insurmountable problems to the management and can endanger the very survival of the existing units. Management should carefully observe Saastric guidelines in implementing their expansion plans

Expansion from the *Saastric* point of view can be either expansion of the site by adding more area or expansion of the existing structures

You can expand your site in two directions: north and east. Adding more area to your existing site on the east leads automatically to expansion of business and helps a businessman to build a better image for his company and its products.

Adding more area on the north augments cash flow, and enables an industrialist to install additional capacity. It cements the cordial bonds between management and labour.

While adding space on the north and east, one should not weaken it by going beyond the ratio of 1:2 between length and width. The inherent strength of the site is enhanced if one can turn it into a square shaped area.

In the process of expansion of the site, if you can get roads on the north and east, you are creating man-made boundaries for protection from unfavourable market conditions and are an option worth exploring even if it involves a heavy investment.

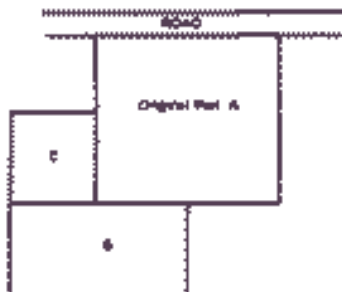
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Additional land can be acquired in the north-east direction or in the south west direction as well. The land acquired in the north-east direction abutting your site should be kept open to get maximum benefits from nature.



In the above diagram, plot B is in the north north-east and plot C is in the east north-east to plot A. Both the plots individually or collectively are prosperity augmenting additions to plot A.

The cardinal rule worth repeating here is that land acquired on the south-west should be completely covered with heavier and higher buildings.



This is possible only in the commercial areas in the towns and cities. The ground/plinth level should be raised as high as possible to strengthen the south-west before the construction of buildings.

In the previous diagram, plot B is on the south south-west of the original plot A. Plot C is on the west south-west. Both the plots are strengthening additions to the original plot provided they are fully covered with higher and heavier structures.

The open space in the south-west side eats into the profit generating capacity of any company. So cover the added area in the south-west with multi-storied buildings to bolster your prosperity *If the local building regulations do not permit total coverage of the additional area in south-west, do not acquire it.*

The expansion of the site towards the north-west and south-east should not be done under any circumstances. Addition of a small area in the north-west and south-east waters down the profit earning capacity of a unit depending on the area added.

The other alternative that one can take recourse to, in the course of expansion, is to acquire land on the north and east across the road as illustrated in the diagram. The additional area can be bigger or smaller than the existing area.



To expand the activities of an organization located in plot A, it can acquire plot no. 1 and plot no. 5 also. But plot no. 1 is more powerful addition to plot A than plot no. 5. Plot. B can acquire plot nos. 2 and 1. It can also acquire plot no. 5 and 6 in that priority to augment its business.

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Plot C can acquire plots # 3,2 and 1. In the same way, it can acquire plots # 5,6 and 7. It should not acquire plots 4 or 8 because they are located in south-east direction.

For plot D, 4,3,2 and 1 are excellent additions for expansion of business. It can also acquire plots 5 and 6 after acquiring plots 1 and 2.

In a similar way, a company located in plot # 3 can acquire plot D and plot # 6 to multiply its prosperity. Similarly, plot C and plot # 5 are ideal additions to plot # 2. Plot # 7 can acquire plot # 4 to expand its activities. The possibilities for expansion in this way are endless.

The acquisition of the sites in the north and east or in the south-west across the roads as mentioned above is one of the best ways to improve the fortunes of a company. We can acquire area to any extent on these directions. When these plots are separated by roads they should be treated as independent plots for the purpose of building new units or for expanding the existing facilities.

Vijai Electricals in Rudraram and Ashok Leyland in Ennore near Chennai have used this principle profitably. Vijai Electricals has two independent plots on north side to the main manufacturing facility. Ashok Leyland expanded its activities on the other side of the railway track towards the sea.

An economical method of taking the necessary *Saustrie* precautions is to acquire plots in this fashion at the time of starting the project itself.

The land cost in India is usually one or two percent of the total cost of a project. It is wise to acquire more plots for future expansion as shown in the layout. If these principles are followed, expansion will not involve any risk and nature insures your investment against failure.

To expand business in the existing building, the better course would be to grow vertically i.e. to add more floors to the existing building in the south-west. If there is more than one building, the south-west building should be raised with additional floors to locate the expanded activities.

But while expanding existing buildings horizontally you should be very careful. The prosperity processing system of nature in the form of the open space on the north and east should not be disrupted. The open space on the north and east should be kept intact while expanding your buildings. When you encroach on the open space in the north and east, you are weakening the inherent capacity of the company to produce profit. To neutralize it the only way is to put more floors on the south-west side.

As an example, if you occupy 1000 sq mtrs area in the existing open space on the north or east, to neutralize it you should build 2000 sq mtrs area additionally in the south-west to protect the present profit level.

In existing buildings do not ever build extra floors on the northern or eastern side or in the north-east side. These additions create more hurdles for the smooth running of your company in all respects, and needless to add, prevention is always better and usually cheaper than cure.

A point to be borne in mind while in expanding your activities is that the creation of water-bodies on the south or west sides or in the south-west should not be undertaken. If a small water-body is absolutely essential for your processing purpose, you should create a bigger, wider and deeper water-body in the north-east quadrant to neutralize the harmful effects of the water-body created in the west or south or in the south-west.

In much the same way, putting up of additional boilers in the north-west and north-east should also be avoided to make proper use of the element, fire. The boilers in the north-west or north-east not

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only tax your purse but also aggravate tensions, which may flare up in your premises vitiating the peaceful atmosphere

DRAWING A LINE FOR EXPANSION/DO NOT CROSS LAKSHMANA RIKHA

Violating Saastvic injunctions leads to steep decline in the fortunes of a firm embarking on an ambitious plan of expansion and diversification.

Wrong expansions can cause untold harm and heavy loss, as some examples cited here reveal.

- ◆ The Andhra Pradesh Housing Board constructed a high-rise building of about 14 floors named Ganganvihar in the north-east side in its premises in Hyderabad. This huge mass of weight in the north-east created severe administrative and financial problems to the Board. It could not hand over the finished houses to the owners in Kukatpalli Housing Board Colony for more than five years due to litigation. The additional cost burden was a serious blow to the fragile financial backbone of the Board.
- ◆ The Andhra Pradesh State Financial Corporation has lost its primary position after an RCC building was constructed in the open space on the north-east.
- ◆ The Osmania Hospital in Hyderabad, once a much sought after medical centre, became chronically sick due to burdening of the open space available in the north-east in the form of Jubilee Buildings, etc. It is really tragic that many special facilities available to the public at subsidized charges or free of cost remain unutilized while corporate private hospitals charging five star rates are doing healthy business.
- ◆ As pointed out earlier, Hotel Sarovar in Hyderabad went out of business after the vast open space in the north-east was covered.

with a massive building. After the above expansion, the management could not overcome the problems that suddenly cropped up and eventually the hotel was converted into a wing of the Medi-City Hospital.

- ◆ Similarly, in Standard Motors in Chennai, the prosperity generating area, the north-east was paralyzed by the additional buildings built to produce Standard 2000 cars. The expansion proved to be a disaster and even change of management did not improve matters. This company literally purchased fatal problems with hard currency.
- ◆ Another well-known brand, U-foam, also became a victim of wrong expansion of buildings on the north side and acquisition of space on the north-west. The brand was so popular that the management used to take the help of the police to control the unmanageable crowds of customers at its counter in the annual All India Industrial Exhibitions in Hyderabad. After the wrong expansion the company is utilizing only a small part of its installed capacity.
- ◆ Larsvin, a small scale LPG cylinder making unit at Jeedimetla, with parallel roads, *more prosperous north* with 30 degrees, a road aspect from the east north-east and elevated area on the west side was doing roaring business with orders exceeding Rs 150 crores at one point of time. It expanded towards the north-east covering most of the open space in the north and east to meet the mounting orders. The expansion proved to be as dangerous as AIDS and the company closed down.
- ◆ Another small scale industry Fisher Chemicals in Jeedimetla Industrial Estate with parallel roads, 30 degree *more prosperous north* and a road aspect from the north north-east, had bagged an order of one million dollars for indigo dye in the eighties. The company bought additional open area in the south-east side and constructed a heavy building to fulfil its export

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commitments. These two additions proved to be the proverbial death knell for the company. The prices crashed in the international market and the company was forced to down its shutters.

- ◆ R G Foundry, a unit forging prosperity at one point of time, had also faced the fury of nature. It expanded its existing sheds almost wiping out the open area in the north-east. The expansion shrunk the company's business and it is struggling to survive.
- ◆ A flourishing engineering unit, Elmot in Nacharam, Hyderabad, built its third heavy shed on the east which in turn, caused irreparable damage to the fortunes of the firm.
- ◆ In Calcutta, Eastern Paper Mills closed down after it constructed a heavy building on the east.
- ◆ Nava Bharat Enterprises, a well-known name in exports, faced a severe jolt after it created massive basement on the western half of the site with a view to construct a high-rise building to locate a modern plaza. The plaza could not be completed due to paucity of resources and the company was forced to sell the unfinished building to the Hyderabad Stock Exchange.

Similarly, the cigarette division of Nava Bharat Enterprises is also a pitiable victim of expansion of buildings on the wrong side. Their expansion plans of cigarette manufacturing ended up in smoke after the construction of additional buildings in the north-east side.

- ◆ As explained earlier, Partap Steel in Patancheru near Hyderabad, suffered severe setbacks due to wrong expansion. Originally the premises had roads on four sides and the main shed with the furnaces was located on the west leaving minimum space on the west. More than half of the total area on

the east was open to the sky. These features enabled the company to expand at a furious pace. When the weight and the covered area due to expansion in the north-west quadrant became disproportionately more the decline of the company started.

- ◆ The addition of open land on west and south for expansion is proving to be a pest destroying the crop of profit of a pesticides plant near Hyderabad.
- ◆ An evening daily, *The Mail*, published from Chennai, ceased publication after a multi-storied building was constructed touching its east wall. The east wall of *The Mail* was the west compound wall of *The Hindu*. After this construction *The Hindu* flourished as a multi-edition paper and the sun seemed to set forever on the evening daily, *The Mail*.
- ◆ Another pioneering and popular name in Telugu film industry, Navayuga faced similar problems at Vijayawada in Andhra Pradesh after a heavy building was raised on its east compound wall. The well-known firm of film distributors and producers faced rapid decline.

All these examples illustrate the principle that *Saastrik* injunctions on the utilization of space should be scrupulously adhered to and violation in any form brings in its wake decline and misery.

RESEARCH AND DEVELOPMENT

Research and product developments are part of a company's over all strategy to withstand the pressures of competition. We, in India, labour under a wrong notion that massive budgets are needed for research and product development.

Companies have to compete in selling more of their intellect than their materials in future according to a well-known management guru, Tom Peters.

Wittingly or unwittingly some of us utilize *Vastu Shastra* to the optimum as illustrated by the story of Thomas Alva Edison and his favourite living place, research lab in West-Orange. Edison patented nearly 1300 inventions in his lifetime. Assuming that he worked for nearly 50 years in his lab, he was taking out a patent roughly for every 15 days. A generous public or private funding did not contribute to his unprecedented achievement in inventing products that improved the quality of life of mankind.

Edison's laboratory in West-Orange offers illuminating lessons for all scientists who desire to convert their brainpower into economic power. His main lab is located on south and west and the slopes of the site are lower in the north and east. The basement is located on the east side of the building making the west side higher. The building as a whole resembles a Hindu temple broadly with elevated west.

The room where Edison worked for 50 years is a cuboid. He would spend over 20 hours a day in that room working and playing piano. Another interesting point to be noted is that his house is located in the south-west to his lab across the road. (His lab is located on the north-east side of the house site across the road). Nature's role in Edison's success can hardly be overstated.

A building meant for research and product development should be built on the west boundary itself strengthened by a road or elevated ground on the west. As in the case of Edison's lab the site should be left totally open on the east side for the biological computers of the scientists to work efficiently.

To be self-reliant financially the research labs should be built right on the south side also. In such locations human effort achieves its goals with minimum expenditure slashing "trial and error" experiments.

Hills on the west add further to give a miraculous power and edge to the human mind. Such places are well-suited to convert intellectual capital into real capital.

Similarly, rivers or valleys on the north and east inspire the scientists working in such locations to crack the secrets of nature with minimum perspiration. The western part of the building should be higher with additional floors and the eastern and northern walls should have plenty of glass to provide natural ambience for human brains to work at their optimum level.

The Indo-American Hybrid Seeds in Bangalore is located on the east slope of a hill, producing a variety of golden hybrid seeds. In such areas research is rewarded with rich results by nature.

The Sugarcane Research Institute in Coimbatore reinforces the Socratic theory that nature plays a major role in achieving breakthroughs in any field. This institute did yeoman service in improving the fortune of sugarcane farmers by developing new strains to produce better cane. The institute has three roads and plenty of open space on the eastern side with projection in the north-north-east. The north-east area is also in low level to convert research into sweet success.

ICRISAT in Patancheru is located in an area of 3000 acres but unfortunately all the buildings were built on the north-east quadrant.

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of the site. In such projects an enviable combination of vast material resources and the world's best scientific talent do not produce the results desired by the scientists. Human endeavour and *Vaastu Shastra* work at cross-purposes. *Vaastu Shastra* is the ultimate winner.

PARTITIONS/DIVISION OF ASSETS PREVENT DECLINE IN PROSPERITY

Division or partition of assets in a company can result in curtailment or closure of the present activities if a few Saasric precautions are not taken.

While dividing assets between partners/family members our approach should be to ensure that the division does not affect the profitability of the existing company. Secondly, the retiring partners/family members should also flourish equally in their new business ventures.

Ideally, partitions and divisions ought to enable partners/family members to grow like different branches of a tree to produce bigger harvest of prosperity for all.

It would help to bear certain broad guidelines in mind.

Let us take the following example:

a) A site of 30 meters by 30 meters has to be divided between two partners or three partners for the construction of office space.

This is a square plot and divided into two rectangles of 15/30 meters. The two plots of 15/30 meters together do not generate the same amount of prosperity generated by one plot of 30 meters by 30 meters. *Two halves do not make one in bestowing Saasric results.*

If you divide the plot into three parts of 10/30 meters each you are further emasculating the site. This amounts to creating three weak sites, which in the long run would benefit no one.

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Reinforced concrete offers an admirable solution to such problems. Three floors can be built and equally divided in the first case or four floors in the second case following all the *Saastrik* principles. The ground floor can remain common for all services and parking.

While constructing totally independent floors for each partner an extra floor can be built on the west or on the south-west to strengthen the total *Vaastu Shakti* and benefit all partners equally.

The number of floors can also be increased if the local building rules do not come in the way.

b) Another dilemma that arises at times is how to build two or three independent buildings in the same area without dividing the land into separate plots?

The relationship between a site and a structure is inseparable.

More structures in the same plot, in a sense, dissipate *Vaastu Shakti*. And the real benefits flow only to a few, while worries and tensions dog others.

*A single structure with multiple floors (or high-rise building) in the south-west leaving more open space on the north and east, as stated earlier, will produce more wealth than two or three buildings located in the same premises. All the occupants of all the floors in the single *Saastrik* structure enjoy nature's blessings while more structures in a site produce multiple problems.*

c) Some companies have vast open space in their premises. At the time of division of assets the tendency is to give buildings along with some land to some partners/brothers and bifurcate the open space in favour of other partners/brothers for construction of their own buildings.

Intentionally or unintentionally, this is sowing seeds for disruption of the existing activities of the company. By alienating the land on the north side or on the east side to the retiring partners/brothers the existing activities of the company are curtailed.

The construction of new buildings in the transferred land by the retiring partners/brothers will further aggravate the problems of the running unit. Hence this approach should not be thought of.

Even the open space on the south side or west side should not be alienated or transferred to others. This will produce new problems and worsen the existing ones.

Once a building is constructed in a clearly demarcated area it becomes nature's living organism. Alienation of land in any direction disturbs its working and makes the existing problems more complicated. The only exemptions are land can be alienated to your neighbour in the north-west or south-east quadrant to reduce their area or to make them obtuse angles.

The problem of partition, can at times, be a venacious one, defying solutions. The best option for the retiring partners from a flourishing business like the one cited here is to take adequate compensation and establish their own business in new sites. The retiring partners can create affluence with amazing speed with the help of *Sanskrit* principles.

Other factors permitting, one can build high-rise buildings in the south-west and some floors can be allotted to the retiring partners. The addition of more floors in the south-west strengthens the existing operations of the company and simultaneously provides suitable accommodation for the retiring partners.

d) A company has two facilities located across the road in two sites which have to be divided between two partners.

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If a company has two plots across the road it is wise not to separate them at the time of division of assets. It is always advisable for one party to take both facilities and pay compensation to the retiring party.

If the two facilities are taken over by different partners again the total prosperity of the company will come down dramatically.

If the assets are located in far off places, each asset should be considered as one independent unit and allotted to one partner for the sake of the ongoing prosperity of that particular unit.

DIVISION OF OFFICE SPACE

e) In the case of existing office premises the tendency is to divide the building into two halves vertically like south half and north half or east half and west half.

If the building has a road on the east, north or west, the partner who occupies the southern half will do better than the occupant on the north. If the building has a road on the south the occupants of the northern half do better than the occupants of the southern half.

If a building is divided into eastern and western halves, the partner occupying the eastern half benefits more than the partner occupying the western half.

In this type of division one partner tends to prosper while the other is not quite as prosperous relatively speaking. The income of the partners declines further if the building is divided into three or more portions.

The Saastric solution to prevent such eventuality is to treat each floor as an independent unit and allot it to one partner/brother.

PARTITION/DIVISION OF ASSETS - PREVENT DECLINE IN PROSPERITY

Once businessmen understand the potential risks involved in the partition of assets it should not be difficult for them to adhere to Saatchi's guidelines

HEALTHCARE INDUSTRY

The international business in healthcare industry is more than \$ 50 billion according to Dr P C Reddy of Apollo Hospitals who injected corporate culture into Indian healthcare industry

Indian doctors have proved their professional excellence by their commendable work in USA. We have enough world class talent in the medical profession in our country. The latest equipment can be imported in the present liberalized atmosphere to build internationally known hospitals and to provide the best medical care

To build hospitals of international standards and to attract sizeable business from abroad, three major inputs are needed. Exceptional professional talent, state-of-the-art equipment and a much-neglected input, hospital buildings constructed with *Sacred* principles are the trio to build world-renowned hospitals.

To reduce human error in diagnoses and surgery to the barest minimum, a square site is the best for any hospital. Here we should implement all *Sacred* principles without diluting them because human life is exposed to a variety of risks. If hills or hillocks on the west or south or south-west or rivers on the north and east strengthen such sites, it is easy to attain world-class standards and successfully compete with the best hospitals in the world.

When a site does not have a natural advantage in the forms of hills, steep slopes or rivers it should be strengthened by *prosperous roads* or *more prosperous roads* on three or four sides

A hospital should be located in the south-west quadrant of a site right on the west compound or leaving irreducible minimum space on the west. When the western side is totally covered with buildings, the open space on the east is completely vacant. Such

institutions enjoy a high reputation and the scope for human error in diagnoses and surgery gets greatly reduced. When the eastern side is all open human life is safe and is not subject to unforeseen risks.

The operation theatres should be in the form of cubes with openings towards north and east. These theatres should be located in the south-west or south or west with the west wall totally blocked without doors or windows.

In some corporate hospitals hotel-wings are attached to accommodate the visitors and relatives of the patients. These wings should be located on the west in the shape of a high-rise tower to strengthen all the activities of a hospital.

We should incorporate in hospital buildings the basic Saastric principles followed in constructing a Hindu Temple. The *Gopuram* above the sanctum sanctorum is high on the west side and the hall where the devotees stand and pray is at a lower level on the east side. When the west side is higher in a building it gives peace of mind and restores health to the sick.

The intensive care units also should be cubes to minimize risk to human life.

Care should be taken to see that there are no projections in the form of toilets or balconies in the north-west or south-east in every room to reduce the time of recovery. The south-west side in all rooms should be totally blocked with wall and the north-east kept open with windows or doors for fast recovery.

Water-bodies on the east or north-east side are great healers and restorers of health, both physical and mental to the patients. Big water-bodies located on north and east are strategic attractions to patients from abroad.

HOSPITALITY INDUSTRY

Certain broad *Saxtric* guidelines will help our hospitality industry to attract more tourists and earn precious foreign exchange year after year. Hotels designed and built on *Saxtric* guidelines will turn out to be a big draw for tourists.

It is both *Saxtric* and sound business sense to acquire more land than what is normally prescribed by the Financial Institutions to locate the hotels. If the norms prescribe five to six acres for a five-star hotel, I would suggest 15 to 20 acres. The site need not be in the heart of a city. It can be outside the city where the land prices are low. Tourists who travel thousands of kilometers to see the rich cultural and artistic heritage of India will not hesitate to spend a few minutes more in commuting to reach a good hotel.

The central idea behind opting for more space is not only to build conventional hotels with all latest facilities for business and pleasure but also to convert them into real recreation centres with spacious lawns, gardens and water-bodies in the north and east.

Ideally the hotels should be located in the extreme south-west leaving only the statutory minimum space on the west and south sides. When the south side is minimum and the entire north side is all open with gardens, lawns and water-bodies in the north-east, the liquidity of the hotels tends to be very high. *Guests enjoy real peace of mind. They feel they are liberated from worries and tensions during their stay in such hotels.*

More open space on the west lowers occupancy level. When there is minimum space on the west side and the entire open space is on the east side, the occupancy will be unimaginably high in all seasons. Repeat patrons swell in such locations.

Build only high-rise buildings to generate more prosperity for the hotels. *Building independent cottages spread over most of the area*

is not advisable from income generation angle. Cottages spread all-over the site scatter *Vaaster Shakti*. They block the income streams. A high-rise building in the south-west promotes continuous high economic activity with steady growth of income. Such hotels are regular foreign exchange earners for the country.

A room in a hotel should be a square or a rectangle to make the stay of the guests always pleasant and purposeful. Projections in the south-east and north-west disturb the peace of the patrons and prevent them from completing their work on time. They have to postpone their departure or come again to complete their work. Such unlucky rooms repel business executives.

To give a big boost to the bottom line create natural ponds /lakes in the north and east which can be used for boating or fishing. These water-bodies in the form of natural lakes serve a dual purpose. They improve liquidity and convert the hotel into a heaven of peace for tourists and business executives.

24 hours coffee shops and restaurants should locate their kitchens only in the south-east. Continuous burning of fire in *agneya* is a healthy feature for a prosperous hotel. *Agni* in any other direction will prove to be a big financial drain.

RESTORING HEALTH TO SICK UNITS

Indebtedness is a chronic widespread problem of the Indian economy. When rural folk are burdened with back-breaking debts, we call it rural indebtedness but when industries are engulfed in debts, we euphemistically term it as industrial sickness.

Nature treats the farmers and entrepreneurs alike. A vast majority of the industries and most of the rural families are in perpetual debts, and are surviving on the oxygen provided by loans. The common crippling problem of chronic indebtedness has been stalking our country from hundreds of years.

However, if nature's basic requirements are met as per *Vaastu's* guiding principles, the scourge of indebtedness can be banished from our country.

One of the major reasons why industries seem to fall sick is the neglect of *Saastric* principles, more often than not, quite inadvertently. Most units are the result of careful planning but only a small number of them are financially healthy. If our industrialists pay greater attention to *Vaastu*, industrial and business failures can be brought down to the minimum.

When nature's power is negatively utilized the problems of business/industries appear in the form of

- Time overrun and cost overrun leading to non-viability of the projects.
- Quality and marketing problems resulting in accumulation of inventories/stocks.
- Labour problems resulting in shutting down of plants for long periods.

- ⊖ Unfavourable Governmental policies
- ⊖ All the above problems ultimately result in drying up of the income stream leading to sickness

SAASTIC STEPS TO PREVENT SICKNESS

From the Saastic point of view the problem of sickness can be tackled in two ways.

- a) Like preventive medicine is the form of precautionary measures from the time of preparing lay outs and proper location of buildings

These measures are not an additional cost burden to the entrepreneurs and can be implemented without undergoing any hardship or inconvenience

- b) To cure chronic sickness, performing Saastic surgery like demolition of wrongly located structures and construction of new ones

For the benefit of the readers I summarize the main points though they are repetitive

- A) You must select a plot with *prosperous north* or *more prosperous north* as mentioned in the guidelines for selection of your plot. If you select a plot with *less prosperous north*, one factor of nature is weak in nature's mechanism. Every degree of *less prosperous north* impacts the bottom line. In competitive business profit-making opportunities may be missed by a whisker. Let us remember that our flying queen, P T Usha lost a medal in the Olympic Games by one hundredth of a second.

If *less prosperous north* combines with other adverse factors like slopes towards south or west or water-bodies on the west

or south, it can cause irreparable damage to your efforts to become self-reliant. You will be wasting much of your time and investment in fighting with nature. You are immersed in unproductive work. So reject plots with *less prosperous north*.

- B) The shape of the site makes a major contribution to your effort to maintain a healthy bottom line. A triangular site causes continuous problems to any business and it should be avoided at any cost. Entrepreneurs should not accept any triangular site for their business even if handed as a gift on a golden platter. Initially they may be under the illusion that they are effecting some saving on investment on the site, but eventually they will be wasting their precious time and investment. Fundamental inputs for success like an excellent product, latest technology, wide experience, growing market and rich business background will be of no avail in such sites. Please reject any triangular plot for locating your pet project.

A few examples of failures in triangular plots--

1. A paper mill located in a triangle at Narsapur in West Godavari district is closed and put on the auction block by APEDC.
2. A well-planned hotel by the side of Hussain Sagar and at walking distance from the Hyderabad airport is facing occupancy problems from the time of opening.
3. A massive building belonging to Hyderabad Municipality Buddha Bhavan remained unoccupied for many years in the busy Ranigunj in Secunderabad. Later the building was rented by a Government organization.
4. A hotel and in its new avatar, a hospital became sick in a triangular building in the crowded Malakpet area of Hyderabad.

As mentioned earlier, a square or rectangular plot with projections in south-west or north-east or both is highly conducive to create and run healthy business. Entrepreneurs should not hesitate to acquire such plots even by paying hefty additional amounts.

C) Never opt for a plot with projections in the north-west or south-east. Both of them create harmful conditions continuously to run your business on healthy lines. A projection in the south-east destroys your prosperity creating capacity of your unit by causing unnecessary expenditure, litigation, delays in receipt of your payments, etc.

A road side survey will reveal to you how much damage this growth or projection in south-east is causing to a large number of industrial units and business establishments throughout the country. This problem is more severe and widespread in the rural areas.

1. A five star hotel at Banjara Hills, Hyderabad is a victim of projection of site in the east south-east and is closed.
2. Suryovonics near Bollaram has a projection in south south-east aggravated by the lower ground level on the south. Acknowledged managerial capability of Mr. Varadarajan of I.D.L. fame is totally neutralized by this ruinous projection and the unit finds itself in a cul-de-sac.
3. A sick ceramic plant near Tirupati has a projection in south south-east escalating unnecessary expenditure.

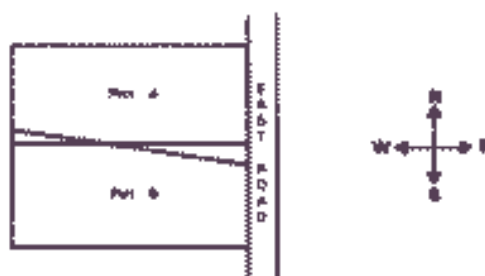
A projection or growth or acute angle in the north-west neutralizes or destroys the prosperity creating capacity of the south-west or north-east. This delays everything you do. It is a prime factor to dislocate the proper working of men and machines leading to disruption of production activity.

Nava Bharat Connectronics, A.P. Scooters Limited, Bharat Strips Limited and Nagarjuna Coated Tubes are victims of projections in

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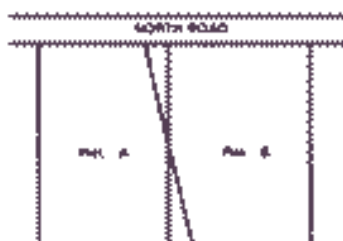
the west north-west or less area in west south-west. They are in financial doldrums.

The projections of land in the south-east and north-west should be removed by altering your boundaries and transferring the land to your neighbour. If there is growth in south south-east, the triangular piece of land should be transferred to plot B. The triangular piece of land in the south south-west should be added to plot A.



I must repeat that this is a mutually beneficial exchange of land between neighbours. By this generous act, you get rid of many problems and increase the prosperity of your neighbours. This can be termed as an act of enlightened self-interest.

In the same way, when there is growth on the west north west, readjust the boundary as shown in the diagram.



The triangular piece of land in the west north-west of plot B should be transferred to plot A which becomes its east north-east. In the same way, the triangle piece of land in the east south-east of plot A should be transferred to plot B which becomes its west south-west. *Both are enriched by this exchange of land.*

You should treat the projections in north-west and south-east as plague. Get rid of them at the earliest. Otherwise, it will be very difficult to restore health to sick business.

So the next major preventive action against sickness is not to start your ventures in sites with projections in the north-west or south-east.

When people are successful and 'burdened' with surplus funds, temptations are strong to expand their activities in all directions. *They should never add or acquire even a square centimetre of land in the north-west or south-east. It is like adding a drop of drainage water to your pot of purified water.*

- D) The levels of the ground will cause many problems like delays, wafer-thin profit and technical problems if they are unfavourable as mentioned in earlier chapters. Avoid buying a plot when the slope is towards west side, that is, when the east side is higher. In such a site, if other factors are neutral, you are always running to stay where you are. You are exhausted soon. Nature denies its cooperation to convert your efforts into cash.

The situation is worse if the ground level outside your site on the west side is lower or if there is a water-body like a river or a lake. These natural factors destroy quality of the products and convert business into an unprofitable exercise.

In the same way, when the level of the ground is sloping towards south side, it is difficult to produce enough cash to run your day-to-day operations. You have to depend on

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outside help perpetually for survival. If the ground level is higher on the north side outside your boundary or lower on the south side, you are in for a severe cash crunch.

Ashok Leyland in Hoaur is travelling on a busy financial road as the level of its factory site on the south and south-west is lower. The magnetic north is *less prosperous*, worsening the cash flow problem to the company.

A wise preventive step in similar cases is to reject such sites for locating your business ventures.

Temporary advantages like tax exemptions, availability of raw materials, transport facilities and labour in the vicinity should not be allowed to tilt your judgement in selecting such sites. All the apparent advantages will be of no avail when you are not able to produce surplus in business and you lose your most precious gifts of nature, peace of mind and time.

- E) The next major preventive step against sickness is the *Saastric* location of your structures in the site. Normally in India, when the roads are on north and east sides, the tendency of the architects and engineers is to locate them close to the road to give a better view to the passersby.

The road is not the criterion for proper location of your buildings. You should locate all your buildings only in the south-west side to create continuous prosperity. If you locate on the north side (north-east quadrant or north-west quadrant or both), you are in for perpetual debts. Your business slowly sinks in the bottomless pit of debts. You survive only to service the loans. Financial self-reliance is beyond your reach when the open space on the south side is more.

In the same way, if you locate your buildings on the east side, you are expending your energy, time and investment in unproductive ways. Your hardwork produces a lot of sweat without corresponding rewards. Follow the *Saastric* guidelines given for the location of the buildings carefully. Proper location of buildings can easily prevent splitting headaches, tensions and losses in your business. Preventive medicine is cheaper and more effective.

- F) When the buildings are located properly and if other factors are neutral, nature creates the necessary conditions for generation of abundant prosperity. Many entrepreneurs will be tempted to expand their activities. *Expansion and addition of new buildings lead to disastrous consequences if Saastric precautions are ignored.*

When there is a single building and if it is located in the south-west quadrant, you can do expansion towards north side and east side till you cover the entire south-west quadrant.

If you have an RCC structure, it is highly profitable to expand vertically instead of horizontally. Addition of more floors on your building in the south-west multiplies your prosperity. For example, a few single storey buildings located in the south-west in similar plots with the same dimensions are not equal to a ten storey building located in south-west in a plot with the same dimensions in generating prosperity.

RCC is a prosperity-generating gift of modern science with limitless possibilities and it can be used in multifarious ways to prevent sickness in business.

CURATIVE STEPS FOR SICK UNITS

Our strategy to restore health to sick units consists in making all the elements work properly, individually or in harmony with each other for the prosperity of the units

- 1 The element earth plays an important role in creating wealth or sickness to any unit. The shape of the site really shapes the health of the company. As repeated many times in the previous pages a square or a rectangular shape of the site is a bedrock for starting and running a healthy and wealthy business venture.

Any projection towards north-west or south-east or acute angles in these two corners should be removed surgically as discussed already.

- 2 The levels of the site are equally important in maintaining good health of a company. Low levels on south and west cause cash and quality problems respectively ultimately resulting in steep fall in income.

These low levels should be filled up immediately from the earth taken from the north-east quadrant.

If the levels outside on your south-west are low we may not be able to do anything there. But if some open area is available on the north and east in your site it should be lowered as much as possible to neutralize the adverse effects of the low level land outside your boundary on the south and west.

- 3 *The most widespread cause for sickness in industries/business is the open space on the south side and west side.* For the sake of good breeze blowing from south side, many industries and business houses leave more open space on the south side. In all parts of the country, due to wrong interpretation of right Vastu principles or due to

blind traditions, the structures are located on the east and north halves of a site leaving more open space on the west side and south side. *More open space on the south or west drives your profit curve to south-east.*

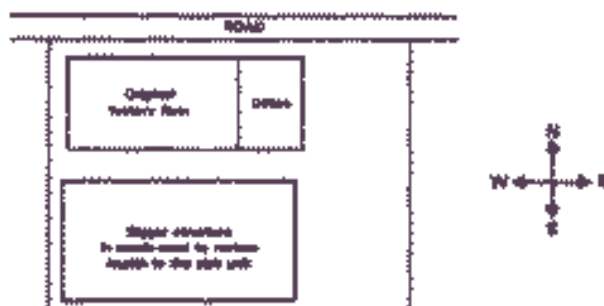
The open space on south and west opens the floodgates of problems to drown us in losses.

OPEN SPACE ON THE SOUTH - Source of cash crunch

The open space on the south side drains your cash, leads to under capacity utilization, promotes disharmony in your business and prevents you to realize your dues from customers in time. *The open space on the south side is nature's most powerful force to breed sickness by evaporating your liquidity.*

We can restore health to these afflicted units in two ways

- A. If open land is available on north and east and its level lower or equal, entrepreneurs can add that area. After addition, the open space on the north and east should be at least two times the open area already existing on the south and west.



Creating addition to restore health to a cash starved unit

In many cases land may not be available on the north and east. You can eradicate the bad effects of open space on the south side only by constructing a bigger building on the south side than on the north side. This involves additional burden to an already ailing unit, but this is unavoidable to restore health to a sick business.

While constructing this structure/structures, the plinth level should be raised as high as possible and the area to be built should also be larger. This is a sound additional investment to take care of your total project. When the south side is covered with high-rise buildings, your business blooms bringing in more cash flow to restore normal health.

Some pundits advocate the demarcation of the open space on the south side with fencing or boundary wall to reduce its bad effects. Demarcation of the open space on the south side without covering it with structures is like applying some pain balm to cure cancer. The patient may get some temporary relief, but the net result is a waste of precious time and money.

Our tradition of leaving more open space on the south side in our factories and houses is like cancer destroying the vitals of the economic system. Our so-called scientific planning and technological advances are helpless against the corroding effects of the open space on the south side in our factories and houses.

Innumerable numbers of industries closed down due to its cruel impact. Where it is not possible to construct bigger structures on the south side due to local laws or some other considerations, the wise solution is to shift the unit to some other place.

Let us consider a hypothetical situation. An engineering unit is located in a shed built on the north-east quadrant very near to the north compound wall. More than half of the site is open on the south side. About Rs 10 crores worth of machinery is installed in

the shed costing about Rs 30 to 40 lakhs. The unit is groaning with heavy interest burden and the working capital is eaten by losses.

How to save this unit from eventual closure?

Build a new shed in the open space available on the south side and shift all the machinery there. After completely shifting the whole unit demolish the original shed built near the north compound wall. This is *creative destruction* to restore financial health to the unit. Gemini Graphics did a similar thing to their unit in Bidar. They demolished their original building in the north-east quadrant and shifted their operations to the three storey building constructed in south-west quadrant.

The second alternative is

Take out the machines and relocate them in another SaaStric building. This involves substantial expenditure and loss of time in shifting and re-establishing in the new place. But it is worth all the trouble and additional expenditure because at least in future the unit will make profit and the investment will be safe.

Both the alternatives are like open-heart surgery accompanied by pain, suffering and loss of blood. But there is no third alternative to save the patient.

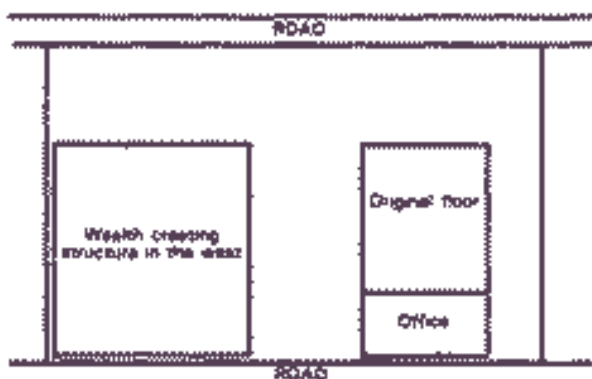
RESOURCE DRAIN -- The open space on the west

Another factor virtually paralyzing the operations of many units in India is the open space on the west side. When the road is on the east side, architects and engineers leave more open space on the west side and locate the units very close to the east road. Such units face quality, marketing and technical problems simultaneously and perpetually.

The open space on the west is a continuous drain on a company's resources. There is no corporate mantra to neutralize its bad effects.

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except to build bigger structure/structures on the west side. This will neutralize the bad effects of the structures on the east side and restore normalcy to its working. To get more beneficial results, the structure/structures should be higher, bigger and weightier than the structures on the east side.



Additional structure in the west to restore health to the sick unit

The banks and financial institutions do not advance additional loans to sick units for construction of additional buildings. But they should radically alter their mindset in their own interest. They should advance funds to build bigger structures in the south-west to restore health to the sick units and preserve their own health by recovering even bad debts

- ▶ *Andhra Jyothi*, a Telugu daily in Vijayawada, had more open space on the south side causing heavy losses for nearly twenty years. Radiant health was restored to the daily by a massive building in the south-west constructed right on the south boundary wall. The daily went for three more editions in Hyderabad, Tirupathi and Vishakapatnam after strengthening the south-west.

- ✓ In another sick unit the open space on the west side is more and the open space on the east side is less. The only alternative is to build another independent structure on the west side or to expand the existing building to reduce the open area on the west side. The open space on the west in a boiler-making unit at Balanagar was causing havoc from the very beginning. The unit became a money-sinker after a three storey building was constructed on the west side.

Take the case of a closed textile mill with a massive water-body on the south-west in Indora. A number of structures are built right on the east and north compound walls though the main processing area is in the north east of the site. The mill has vast open space on south and west. The site has projections in south-east and north-west quadrants. The picture of financial disaster is complete for this unit.

What will happen when the open space on the south or west or both sides is bifurcated with a compound wall or wire fencing?

Many people wrongly think that bifurcation of open area on the south or west by wire-fencing or compound wall will neutralize the prosperity destroying effects of the open space on south and west and restore financial health to the companies. If this is true, it is a quick and inexpensive magic mantra to restore health to thousands of ailing units crying for help. I am yet to see a sick unit regaining health by this easy and simple remedy.

Another wrong quick-fix solution is selling of excess land on the south and west.

In my experience transfer or bifurcation of excess land on west or south does not solve the problems spawned by it. The management may get momentary psychological relief by bifurcation. It is like giving first-aid to a patient suffering with a chronic disease. Alienation of land on south and west intensifies

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the problems and change of management is one of its undesirable consequences.

It is very difficult to predict a timeframe for such unwelcome developments

The only desirable thing you can do is to transfer the excess area in the south-east or north-west quadrants to the neighbours by sale or by exchange as already discussed.

In this sick mill the first thing to be done is to fill up the big water-body in the south-west with the earth taken from the north-east quadrant. All the structures built on the north and east compound walls should be totally demolished including the foundations.

The entire rubble can be used to fill the water-body in the south-west. This is like killing two birds with one shot, north-east is lowered and south-west raised simultaneously. The open area in south-west should be covered with a high-rise building to restore normal health to the sick unit.

These measures involve a heavy outlay but they are the only success producing Samskritic measures to restore normal health and re-employ all workers and repay the loans advanced by the banks and financial institutions.

Here is a case where addition of new buildings on the north and addition of more area on the north north-west have reduced cash flow to a trickle emaciating the unit. If the management is convinced that the problems cropped up after the addition of the buildings on the north side and addition of more area to the north north-west, then the simple remedy is to sell off the land acquired in the north-west and demolish the structures built on the north side.

Demolition of the newly constructed buildings in north and east is a creative destruction of property. This is a sure way to create more prosperity to the unit and recover the loss involved in the demolitions.

As an abundant precaution an additional structure can be built in this case in south-west to restore past glory to the unit and create immense prosperity.

The peace of mind, prestige and happiness an entrepreneur enjoys after restoring health to a sick unit and protecting the livelihood of hundreds of workers cannot be described.

- There is the instance of a castings unit doing fairly well but more prosperity propelled the management to expand to the eastern side bringing the activities to a standstill. The only way to restore health to this unit is to demolish the expanded shed on the eastern side and build an independent RCC structure on their western side to inject more cash flow into the unit.

The management of Sonali Castings Limited did the same at Jeedimetla Industrial Estate and is forging prosperity of higher dimensions.

- In certain cases it may not be possible to eradicate sickness by making *Saastric* changes. Let us take the case of a paper mill in Kurnool district on the north bank of Tungabhadra. The whole mill is located on the north-east quadrant. The area is sloping to the river on the south side. The ground level outside the mill on north and east sides is higher.

In such a situation, what is the remedy? Can the Saastric changes save the unit?

This is a case where the time-tested method of building of huge structure in the south-west may not work. Because the area is sloping towards south and the site is weakened by the river.

abutting it. In this case, I think the sensible solution is to shift the entire plant costing more than Rs 200 crores to another place. The cost of land and civil works is only a small fraction of the cost of the machinery and equipment of a paper mill. *This is literally a transplantation of an industrial unit.*

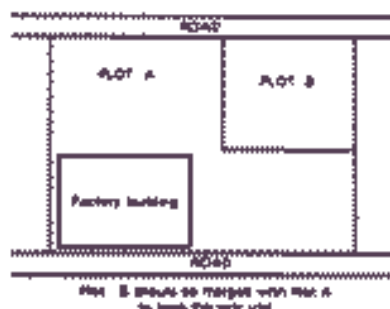
All the existing structures can be used for the purpose of storage of food grains, etc. This looks like a revolutionary decision but that is the only way at least to save the equipment of the mill, prevent future losses and protect the livelihood of a few thousand workers.

- Here is another case of Bimetallic Steel & Alloys Ltd located in Bollaram near Hyderabad. The main huge structure is located in the north-east. The west side is at a lower level and the magnetic north is *less prosperous* by 40 degrees. I think this is another case where a drastic decision should be taken by the financial institution to transplant the unit elsewhere. The sheds can be used for storage purposes.

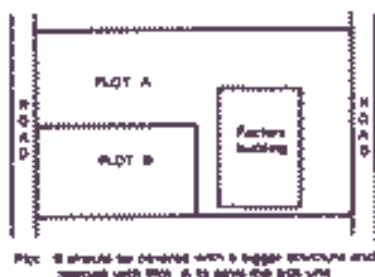
The Food Corporation of India can find hundreds of industrial sheds lying idle useful for storage of food grains in many industrial estates. It can save huge additional investment needed to build new godowns.

- There is yet another case of a sick unit. In this case the entire north-east quadrant of unit 'A' is occupied by unit 'B'. This is not a happy situation for both. In such situation it is Sanskrit sense for 'A' to buy the entire area of 'B' by paying market price and some additional amount as incentive to buy the vacant premises.

RESTORING HEALTH TO SICK UNITS



- This is another case where the south-west of 'A' is occupied by 'B'. It is sensible for 'B' to sell off the area to A. *The entire area of B should be covered with a bigger and heavier structure to benefit A.*



AGRICULTURE

It is widely believed that rich soils, favourable climatic conditions and timely inputs like fertilizers and pesticides are the key to get bumper yields from farms. In addition to these, *Saastik* principles are vital not only to get bumper yields but also to convert them into good harvest of profit to the farmers.

The three elements, earth, water and open space play a vital role in raising bumper crops and converting them into profit. For all crops the shape of the lands, the division of the lands with reference to magnetic north, the levels both inside and outside the boundaries, water sources such as wells, streams or rivers and the location of farms houses are all important. The size of the farmhouses is equally important.

In Haryana and Punjab, land is divided into squares and rectangles making magnetic north as the baseline. This is the Saastik division to utilize the power of nature to the maximum extent and it suits mechanization of agriculture. As we know, the farmers of Punjab and Haryana are among the most prosperous agriculturists in the country. This type of natural division of land is not found in other parts of the country except in small pockets here and there. In effect, this is our time-tested Saastik method to divide land to get optimum results from nature.

Sufficient storage space was not available to stock the abundant quantity of paddy and wheat produced in the *Saastikally* divided farms of Punjab and Haryana for a few years. The swaying wheat fields in the shapes of squares and rectangles are a feast to the eyes of *Vaastu* students travelling by air from Delhi to Amritsar in February and March.

Farmland is divided into unrecognizable shapes and sizes in all other parts of our country. This chaotic division results in poor yields from farms and meagre returns to the farmers.

In addition to the latest methods in agriculture, better seeds and fertilizers, *Satyameva* principles should be incorporated in agricultural planning to eradicate poverty and provide more employment opportunities in the rural areas. Punjab and Haryana should serve as models in this respect.

LOCATION OF THE FARMHOUSE

A farmhouse should be built only in the south-west quadrant to make the farm always profitable. If the farmhouses are located in other quadrants, i.e. north-east, north-west or south-east the farm faces innumerable problems. Location of farmhouses and quarters for workers in these quadrants make farming a losing proposition.

If on a farm with roads on the north and east the normal tendency is to build all the structures close to these roads for reasons of security and convenience. This is a poverty promoting practice. This should be given up. If the structures are already built close to the east and north boundaries, they should be shifted to the south-west quadrant of the whole farm. If for any reason they cannot be shifted, bigger structures should be built in the south-west to neutralize the bad effects of the structures located on the north and east.

Agricultural wells should be dug only in the north-east quadrant. If there is no water in the north-east quadrant, it makes sense to go for a bore-well in other quadrants, but a natural well should be dug in the north-east for the sake of farmers' prosperity. The well can be filled up with water drawn from the bore wells.

If the levels are sloping towards north and east, it is not possible to irrigate south and west sides by gravity. *The rational solution is*

such cases is to store water on the south and west above the ground and use it for irrigation.

FLORICULTURE

Floriculture is throwing up new opportunities and presenting new avenues to earn foreign exchange in the present liberalized scenario. However, *Saastrik* principles need to be scrupulously followed, as floriculture is an area fraught with risks and uncertainties in the international market.

There are two floriculture farms near Pune belonging to well-known business houses. However, both of them are wrongly located because the slope of the land is towards west creating problems in producing quality flowers and marketing them for reasonable margin.

Ideally, the farm should be a rectangle or a square and it is preferable if the sides are in a ratio of less than 1:2. A square farm is better as it produces surplus to the entrepreneurs. The profit gets diluted if it becomes a rectangle.

The magnetic north should be *prosperous north* or *more prosperous north* as indicated in the earlier chapters with reference to the farm. This is nature's hedge against risk and uncertainty and converts the perspiration of the farmers into profit.

In some areas near Pune where the climatic conditions are supposed to be very favourable for floriculture, the land is undulating providing opportunities for success and failure. If the slopes are towards east (i.e., east side is lower and west side is higher), you will establish a farm known for quality produce and trustworthy business culture.

You can also prefer land where the slopes are from the south to the north. *But land with slopes towards the east is an ideal location for*

flowers of prosperity to bloom and build a bright image for our country in the supermarkets abroad.

Lands on the south or west banks of rivers, rivulets or wide-streams (or with rivers, rivulets or wide-streams on the north side or east side) are engineered by nature to produce agricultural or industrial wealth in abundance

It makes perfect business sense to acquire lands with hills on the south or west side or south-west side. These Saastrik sites have nature's in-built success strategies, which make marketing easy and less costly

Avoid buying a land when the slopes are towards west i.e., with a higher east side and a lower west side. Land with slopes towards the south or south-west sides is not suitable for intensive agriculture. All the business strategies of the entrepreneurs in such locations are nipped in the bud by nature

The flowers of prosperity of the farms with slopes towards the west and south near Pune are already fading

Land with hills or elevated places on the east side or on the north side, should be avoided

Natural water-bodies like rivers, streams and ponds should be only on the north and east side of any farm. Man-made water-bodies like wells or storage tanks below the ground should be only in north-east quadrant. If they are located in any other area of your farm they reduce the profit generating capacity of your investment and effort. Shift the man-made water-bodies to north-east to protect your investment and lower risk

After selecting a Saastrik plot for your farm, locate your godowns, administrative office, guest-house and quarters for your farm-assistants in the south-west quadrant of the farm only

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You will be getting highly gratifying results if all these activities can be combined in one building with different floors for separate activities and located in the south-west quadrant alone. This is a time tested Saastric measure to make a floriculture farm as profitable as an industrial unit.

After constructing the building on the south-west, start your construction of the greenhouse. For practical purposes we treat the greenhouse as a normal Saastric house because it is totally covered on all sides with some plastic sheets or with very thin material.

As per Saastric rules, there should be plenty of space on the north and east open to the sky. The open space on the north and east sides with buildings in the south-west is nature's prosperity processing system and should be strengthened by creating a water-body in the form of a well or a massive underground tank for irrigation needs.

The open space on the northern and eastern sides can be used to grow other crops, which do not require shade or shelter to grow.

All farm operations such as planting of bulbs, sowing of seeds, application of fertilizers and watering should start only from the south-west and completed in the north-east. Even picking up of flowers should be done religiously from the south-west quadrant only.

HORTICULTURE

Select your lands with *prosperous north or more prosperous north* and bring them into square or rectangular shape. Any structure that needs to be built should be located on the south-west quadrant barring a light structure to house security staff if there are roads on the north and east.

The planting of saplings should be parallel or perpendicular to the above boundaries in perfect straight lines to get optimum yields.

Other *Shastric* principles discussed at length earlier hold good for horticulture as well

TEA ESTATES

Tea estates are located on the slopes of hills and on plains in different states in our country. When the land is plain and levelled, precautions need to be taken to see that the land is a rectangle or square completely cutting off growth in the north-west and south-east directions. These projections should be mercilessly cut off to safeguard your investment as illustrated earlier. Boundaries should be demarcated as *per prosperatus north or more prosperous north* as in the farms in Punjab and Haryana.

Most of the tea estates are located on lands with very 'irregular' shapes. In such areas the future is always unpredictable and profit uncertain.

If land is available on the slopes of hills, it makes sense to select the eastern and northern slopes to produce world-class quality tea. Even in such areas, the tea factories, quarters for workers, etc., should be located only on the southern side and western side or in the south-west to generate a steady stream of profit.

Again, the factories in the gardens should be built according to *Shastric* principles strictly. Normally, a piece of land is segregated for locating the factory to meet the requirements of the governmental authorities. The demarcated land should be a square or rectangle and located in a place where the west side or south side or south-west side is high to produce high quality tea.

In the factory itself, the western part of the factory building should be made higher with RCC. Tea produced in such factories always sells at a premium in the market. A part of the RCC structure can be used as a godown.

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If the land slopes towards west or the open space is less on the east side or the western part of the factory building is lower than east part, the quality of tea declines bringing lower returns in the market.

To maintain harmonious relations with labour and to cut-down the cost of production in processing of tea a huge water-body should be created in the north-east quadrant in the area demarcated for the tea factory. Land for a tea estate with a river on the north or east is better still. Water in the north-east invigorates the spirits of all.

Housing colonies for workers should be on the south and west sides of the gardens. Colonies on the north and east create tensions to the owners. Strange fears haunt them.

AQUACULTURE

Aquaculture is another area, which has become a promising foreign exchange earner for our country with a huge potential for growth. Many young entrepreneurs, especially from rural areas are taking great risks and investing their entire fortune in aquaculture in coastal areas of the country.

Like any other business or industry, it is fraught with risks and uncertainty especially if *Saasthic* principles are not followed meticulously from conception-- from the time the land is chosen to locate the farms. *Saasthic* principles and scientific methods are a profitable combination in aquaculture to eliminate risk and uncertainty and make it an attractive proposition for investment.

What are the *Saasthic* precautions to be taken in aquaculture?

The shape of the land and magnetic north are vital to succeed in aquaculture as in any other industrial or commercial projects. Preferably it should be a square and the ponds should also be made into squares. If the land is in rectangular shape the ponds should be made into squares.

Land with *more prosperous north* is better in order to eliminate risk. Do not ever select a land with *less prosperous north* for your farm as it would amount to attracting risk and the farm is sentenced by nature to a wafle thin margin of profit even if all other *Sansrac* precautions are taken.

Ideally, squares or lands closer to square shape are preferable in order to avoid risk and get maximum benefits from nature. Even small projections towards south-west or north-east make your investment safer.

The ponds on the north and east should be dug deeper and the ponds on the west and south should be less deep.

The bunds on the south and west should be higher and wider/heavier. The bunds on the north and east should be lower and thinner.

Do not go for land with a river on the south or on the west abutting your farm. If the sea abuts you on the west or south with a steep fall in the level that would amount to courting disaster.

Lands with rivers or with sea with steep fall in levels on the north or east sides, spell success.

As stated earlier, you may enter your farm from any direction, i.e. you may have roads on any direction (south, east, north or west). But any structures you build in your aquaculture farms should be only in south-west. Keep a chunk of land at a higher level in the south-west and build your structures needed for workers, storage of feed and office.

Any projections of land towards north-west or south-east should be immediately sliced off before starting your operations. Excess land in these directions evaporates your liquidity.

Projections in the north west, south-east or both invite natural disasters like floods, cyclonic storms or pests to destroy crops suddenly and make your coffer empty

POULTRY

Poultry farming in India has attained the status of a major industry. However, two problems plague poultry farming in India. One is the sudden death of birds (high mortality rate) and the second is marketing of poultry products at unremunerative prices.

In addition to taking Sansara precautions in selecting sites for poultry farms and location of sheds in the farms, entrepreneurs should keep in mind two specific Vastu requirements in view while planning their farms.

The location should have no projections of the site towards south-east and north-west. Even small projections towards south-east will promote heavy unnecessary expenditure and the birds are likely to attract diseases suddenly. Rectangular sheds built in squares or rectangles with magnetic north as the base line keeps the mortality rate of the birds under check.

Very often, even small projections of the site towards the north-west cause numerous problems to the farmers forcing them to waste their valuable time and energy on unnecessary matters/affairs.

Normally, the width of the shed is around 25 feet and the length from west to east depends on the number of birds to be reared. When the sheds are planned in this fashion, not much open space is left on the east. *Less open space on the east creates problems in marketing. Very often farmers are forced to resort to distress selling to dispose off their produce. This is a common phenomenon in the rural areas. More open space on the west is responsible for this sorry state of affairs.*

The farmers should take special care to see that there is plenty of open space on the east side or minimum open space on the west side to have healthy birds. More open space on the east improves the average production of eggs and makes marketing easy.

Farmers get better eggs and birds by making the western part of the sheds higher and heavier. Deep wells or natural ponds in the north-west quadrant make the lives of the farmers less strenuous and more rewarding.

The cyclical nature of the industry can be changed to a great extent by creating strong Saastric farms. Nature's chemistry easily changes market conditions.

DAIRYING

Dairying in India is an integral part of farming. The cooperative milk societies in villages conceived and propagated by Dr. Kurien on the Anand pattern are playing a very conspicuous prosperity building role by procuring milk from rural areas and distributing it in the urban areas.

But many farmers think that dairying is not economical for various reasons. A majority of dairy farms or farms owned by farmers in the villages knowingly or unknowingly tend to violate Saastric principles.

Most of the chilling centres and dairies of the Andhra Pradesh Dairy Development Cooperative Federation are victims of two sickness promoting Saastric features, more open space on the west and south.

Most of the chilling centres were built on the east with more area open on the west. Presumably the reason for unloading milk on the west was to protect it from the morning sun as more milk is procured in the villages in the early hours of the day.

However, in this type of planning of chilling centres and dairies, deterioration in the quality of milk is prevented to some extent but nature actively promotes the decline of the prosperity of these units in general.

Dairy farms following *Saastric* rules are usually examples of successful dairy management

While constructing sheds for cattle, the main precaution to be followed after selecting the site is the proper location of sheds. Wherever it is possible, the sheds should be located on the south or west right on the boundary itself. Otherwise they should be built with minimum space on the south and west.

The plinth level of the sheds needs to be raised as much as possible both for *Saastric* and hygienic reasons. A higher plinth promotes prosperity.

The creation of a big water-body in the north-east is a must to improve the health of the cattle and the wealth of the dairy farms.

As stated earlier on more than one occasion, when the dairy is located in big agricultural, horticultural or floricultural farms, all the structures should be located in the south-west quadrant only to realize higher profit from the dairy and better yields from farms.

It is common in villages to build cattle sheds on the north or east compound walls to save some expenditure in construction.

The justification for this practice is that the sheds constructed in this fashion protect the cattle from chilly winds coming from the north or north-east.

While this may appear very convincing, if you survey the cattle farms built on the north and east compound walls, you will be surprised at the high rate of failure of the farms in spite of very favourable local conditions for their growth and prosperity.

The structures on the north and east compound walls are highly harmful for the growth and health of the cattle. The east and north compound walls should be kept totally free from any structures for the healthy growth of cattle farms.

Dung can be temporarily collected in the south-east or north-west quadrants. A ditch should be created in the north-east quadrant for temporary storage of dung. At regular intervals it should be carried away so that the accumulation of weight in these three quadrants does not disturb the smooth working of the cattle farms.

If water is to be stored in the overhead tanks, the tanks should be located on the south side or west side. If water is to be stored below the ground, it should be done in north-east quadrant alone. A well, deep and wide, is a source of higher income to the farmers.

The grazing fields for the cattle should be on the north and east. With grazing fields in the north-east and sheds in the south-west, dairy farms become rich source of prosperity to the farmers.

SAASTRIC GUIDELINES FOR INVESTMENT

“For the year 1997, the Nobel Prize for Economics went to Robert Merton and Myron Scholes for their work on financial markets. The two became partners in Long Term Capital Management (LTCM), a giant hedge fund that attracted massive investor support and invested over \$ 200 Billion in globalized market instruments. Alas, the company virtually collapsed when the world financial crisis spread from Asia to Russia.

Merton and Scholes were awarded the Nobel Prize for their contribution to the understanding of financial markets. Today, many will call it a misunderstanding.” Courtesy *The Economic Times*

When Nobel Laureates are miserably failing in assessing risk in the financial markets, lesser mortals like us should take abundant precautions while investing our funds.

“Sometime back, BBC World, the new channel, aired a fascinating film on lemmings—small rodents that inhabit the arctic region. The film showed hundreds of lemmings rushing across a grassland at blinding speed towards a cliff and then in a bizarre manner jumping off into the sea. While some lemmings fell on the rocks and met a horrifying death, most fell into the sea and drowned. Not a nice way to die whatever the compulsion. Old folklore has it that lemmings wilfully embark on a death march, but the truth is much more mundane, faced with a shortage of food, lemmings migrate to other areas, but perish while attempting to cross streams, lakes and even seas. But lemmings are not the only ones to leap without looking, one more species does the same. Indian investors.” Courtesy *Business Insa*.

The number of small investors is multiplying every year in our country. They are taken for a ride by majority of companies by

making tall promises. *These guidelines are specially meant for those small investors who expect regular returns on their investment. They are not for speculators eager to make a big kill in the capital market. Speculation and sentiment are alien to the working of nature.*

Before investing your money in new companies it is safe to do corporate amniocentesis from Saastric angle. Saastric principles provide a clear-sighted view of the future prospects of a company to the far-sighted investors. Doctors do amniocentesis on a pregnant woman and know the sex of the baby during 5/6 months of pregnancy. *You can predict the success or failure of a company at the blueprint stage itself by studying its Saastric features.*

All the ingredients of a success formula for business are subject to change from time to time. Nature alone is permanent and offers dependable parameters to prejudge the prospects of a company before it commences business.

Many companies make dubious promises at the time of public issues. Hardly 20 to 30% of the companies are able to translate their promises into dividends. A wide gulf exists between their promises and performance. Even after making liberal allowance for some fly-by-night operators in the capital market and black sheep in the business community, you find a majority of the companies disappointing their investors for reasons beyond their control.

According to conventional thinking the fundamentals for success like the track record of the management, the technology employed, the market potential of the product, the availability and proximity of the basic raw materials, government policies and the expected competition in the market, etc., are important in evaluating the prospects of a new company.

One of the main reasons for the success or failure of a company often completely overlooked by promoters and businessmen is *the catalytic role of nature* as discussed in the previous chapters. When

nature's power is not harnessed properly for creation of wealth, even proven management fail in their ventures and default on their commitments. *This is not a reflection on their managerial capability.* The Khosla Compressors Unit in Madak, Shakti Pipes near Chennai promoted by Sri Mahalingam of Shakti Sugars are striking examples to demonstrate that even proven management are helpless in their ventures if *Vastu Shakti* is not utilized properly.

Our fascination for everything foreign induces us to think that technical collaborations/ joint venture with foreign companies will open the floodgates of prosperity. According to a top executive of a famous Indian business house, foreign brands have *sex appeal* for Indians. Many investors in our country consider a foreign collaboration as a passport to success. Nature has disproved this assumption in many cases unambiguously and emphatically.

British Technology for Standard-2000 cars produced by Standard Motors, GE Technology for Hyderabad Lamps and German Technology for Kera Ceramics Limited did not help the investors to get any returns on their investments.

Investors get carried away with the products that have growth potential in the market. In expanding economy products like cement, paper and textiles have growing demand. A major part of the additional income is spent for food products. But a cement plant located at Yerraguntla, Andhra Pradesh belonging to a leading business house was in the red from the beginning. Rayalseema Paper Mills Limited in Kurnool promoted by the widely-known TGL Group of Rayalseema was closed due to a liquidity crunch for nearly seven to eight years. In Kothur industrial area near Hyderabad only one flourmill, Anandhi Flour Mill out of twelve is flowering with prosperity. Marwari entrepreneurs known for their business acumen promoted most of these mills.

Many Textile Mills in our country of thousand million people were closed down. Some of them belong to renowned business houses.

Some mills started by young entrepreneurs are waving multi-coloured prosperity

Proximity and availability of raw materials are other factors, which attract investors' attention. But many engineering industries located in the rich mineral belt of Bihar and Bengal areas are disappointing investors. One cannot explain rationally why some rice mills located in the rice-bowl of Andhra, Krishna and Godavari delta areas are losing while others are spinning money.

In a nutshell the message is, ignore Saastric aspects at your own peril even if other inputs are in the right proportion. Your corporate amnesia is fairly accurate if the active role of the great catalyst, nature, is also considered.

Nature does not respect the track record or the great ancestry of any management. Nature's 'in-built elemental power', *Vaastu Shakti* neutralizes, strengthens or weakens man-made technology and works ruthlessly to precipitate profit or loss. Nature builds or breaks.

A company's prospectus deals at length on information about the management, the product, the technology employed and the expected growth and profit of a company. *Investors should ask for a company's site plan, general lay-out and contour plans with the north accurately indicated. This may appear as a strange demand but this information illuminates large dark areas in risk analysis.*

NEGATIVE FACTORS

- ❑ Focus your attention on the site selected by the company. If there are projections towards north-west or south-east *do reconsider* your intention to invest in such companies. One projection either in the south-east or north-west is sufficient to delay the completion, the commencement of commercial production and payment of dividend. The delay can stretch

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to many years depending on the extent of the projections in the north-west and south-east

Stated differently, this would imply that if the areas in the north-east and south-west quadrants are less, the inherent capacity of the site to produce wealth is curtailed. It takes a longer time for the company to break even and to generate surplus. You should have enormous patience to enjoy the fruits of your investment in such companies.

❑ Never invest in a company, which is located in a triangular site. Such companies even with state-of-the-art technology are handicapped from the very beginning. Success eludes them. All the power of the inputs essential for success will be helpless against the indestructible power of a triangular site to produce failure from day one.

❑ Consider the levels of the site carefully. If the level of the ground on the west side is lower than on the east side, the growth of the company would not cheer the investors. Depending on the other conditions such companies take a longer time to keep up their promises to the investors. By that time inflation will have taken a heavy toll on your investment.

If the level of the ground is lower by a few feet on the west side outside the boundary, it is advisable not to invest in such companies. Perpetual delays hamper their day-to-day operations sowing the seeds for sickness.

If the east side outside the boundary is higher, a company has an up-hill task in maintaining its status quo. Such companies waste their time and resources in crossing the hurdles placed by Government and fail to safeguard the investors' money.

If the above two features afflict a company, it has a dark future ahead. Its image tends to take a knocking and the quality of its goods and services remains sub-standard. Such companies have no future unless they have a massive high-rise building in south-west.

- Lower level of the site on the south side escalates expenditure and shrinks income. If the ground level is lower on the south side outside the boundary by a few feet, change your decision to invest in such companies.

In the same way, if there is a hill on the north side or the ground level is higher abutting the north boundary, it is a tough task for the management to balance their budget. They cannot save enough to service the loans/investors' money.

- A river on the south or west sides immediately abutting a company's boundaries is a warning sign to the investors. Of course, the quantum of the effects of the river depends on the depth and the width of the river and the proximity of the watercourse to the boundary. If deep and wide rivers abut the boundaries on south or west it is wise to exclude such companies from your portfolio.

- If the magnetic north is *less prosperous* by more than 30 degrees, it is advisable for small investors to keep away from such projects because abnormal delays in getting returns frustrate them. Those who depend on the dividends for their living should leave such companies to their fate.

- Buildings located on the north side of the site, prevent a company from producing surplus, unless there are highly favourable factors like a river on the north-east or a hill or hillock on the south or west. It is wise to avoid the companies whose buildings are on the north side and the

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entire south half is vacant. They survive on the oxygen of loans provided by money lenders/financial institutions.

- ❑ Buildings located on the east half of the site are roadblocks to progress. Such companies are subject to nature's indefinite delay to reach the commercial production stage. They attain notoriety for producing goods without quality and reliability.

The managements of such companies have a poor image in the market because they rarely keep up their promises due to unfavourable circumstances beyond their control. Shun such companies.

- ❑ If the buildings of a company are located in the north-east quadrant, never invest your money, even if the company is promoted by your wife or husband, because your investment is totally insecure, unless nature has provided some other compensating factors to protect your investment. Do not buy risk, uncertainty and mental tension by investing in such companies.

- ❑ Basement floors and high-rise buildings are modern phenomena. Their impact on the health of the companies should be assessed properly. If you are investing in companies housed in urban areas, you should be careful about the basement floors of the neighbours on the south and west. Basement floors abutting a company's west or south boundary can undermine its prosperity-generating capacity. You are avoiding risk by skipping such companies.

In the same way, if a company's boundary walls on north or east are burdened with high-rise buildings, it is safe not to invest in such companies.

POSITIVE FACTORS

- ☒ The site holds the key to the success of a company. Companies located in the square sites are ideal for your investment. If other Saastric principles are also followed, square sites generate more wealth relatively and fast. They survive the worst market crises. They have inherent capacity to emerge as winners after receiving severe bashing in a market turmoil. They are the ones to recover quickly from serious setbacks.

People working in square plots have relatively high moral standards and do their business with ethics. There are dependable ones for investment.

- ☒ The levels sloping towards north and east are indicators of fast growth. If the levels of the site outside your compound on the north and east sides are lower, such companies provide a good investment opportunity.

The higher levels outside the boundaries on the west and south are unmistakable signs of prosperity. Such companies multiply their installed capacities and acquire new assets in a relatively short span of time. They are attractive opportunities for investment.

A hill or hillock on south or west or both sides can convert a company into a platinum opportunity for investors. Such companies thrive for many decades and produce consistently good results. They should be your first priority while looking out for investment.

- ☒ Water on the north or east sides or in north-east side outside the boundary generates plenty of prosperity. If other factors are neutral, a river in the north or east should be an irresistible attraction for an investor. Water on north and

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east or both converts companies into cash rich growth centres

Rivers or valleys on the north and east are nature's perennial bounties. Only a small number of companies enjoy such special favours of nature. Do not hesitate to invest in them.

- ☐ Roads strengthen a site to create more wealth. Parallel roads, three roads or four roads are dependable features of a company to invest your funds. Three or four roads provide invaluable strength to the companies to survive for decades and decades in the worst competitive business and emerge victorious always. If other *Saantric* precautions are followed, they grow vertically. The rewards are more and long lasting. These companies should be investors' favourites.

Broad roads insulate a company from the adverse effects of high-rise buildings on north and east, and basement floors on west and south. More roads provide strong protection to your investment.

Companies located in corner plots are also spinners of prosperity. Corner shares of such companies with roads on east and north, west and south, west and north. Companies located in corner plots are slated for surprising progress.

- ☐ If a site has projection in the north-east or in the south-west as discussed earlier a company is always rewarded with more out put for less inputs. Such companies have nature's permanent strength to overcome problems and convert them into opportunities. They are always preferable for your investment.
- ☐ High-rise buildings if they are located properly in *Saantric* sites, should be preferred always for companies like software. The high-rise buildings located in south-west

multiply the prosperity generating capacity of a company. Companies located in such high-rise buildings should be your choice for investment.

- ☐ When a company is strengthened by *prosperous north* or *more prosperous north* and is located in a square or a rectangle, you can park your funds in such companies. It is safe investment. *Prosperous north* and *more prosperous north* are reliable indicators of the prosperity of a company if other *Saastric* principles are implemented.
- ☐ If a company operates in two or three sites separated by road as discussed in previous chapters, it offers a secure opportunity for investors. Such companies invariably grow well in spite of minor breaches to *Saastric* principles.
- ☐ If all the operations of a company are located in one building and the site is a square or a rectangle and more open space is left in the north and east, this offers a safe investment opportunity. You can prefer such companies for your funds to grow and appreciate.
- ☐ A company located in the middle of a site, a rectangle or a square, with *prosperous north* or *more prosperous north* and with parallel roads, three roads or two side roads is also a safe place for your investment. High-rise buildings with these specifications are producing high-level prosperity.

After the above Saastric guidelines, investors should look at the quality of management. A management's track record of creation of wealth is a strong attraction for investors. But what is more important is the past record of the management in sharing the wealth created by them with shareholders. Investors should look for magnanimity, generosity and liberal attitude in addition to ability and experience in the management team.

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The science of medicine prevents and cures diseases. But it cannot prevent murders and suicides. In the same way, *Vaastu Shastra* prevents failures in business and converts genuine human effort into affluence everywhere all the time. It appears to be helpless against criminals and crooks in business who steal funds of companies and bleed them to become sick. You have to be vigilans to prevent management from presenting fiction in stead of truth in the balance sheets. This is the only way to protect your hard-earned money. That is your responsibility.

SAASTRIC CENTRE FOR THE CORPORATE MOGHULS

After going through the previous chapters readers will agree that we can plan corporate/industrial centres to engender affluence on a mass-scale. These centres should incorporate as many *Saastric* principles as possible to provide maximum *Vaastu Shakti* to make every building a synonym for commercial success and opulence in the fast changing information era. Knowledge based companies are going to be market leaders in the next century. Intellectual capital is available in abundance in our country. Time is the essence in creation of affluence. We should seize the present opportunities and create affluence speedily. Intelligent Corporate Offices, as they say, is the seed of the hour. Our country urgently needs them in a large number.

A model *Saastric* Centre should fulfill laudable and long-lasting corporate objectives. It should enable every company:

- To produce world quality products and services and market them with minimum effort and expenditure,
- To convert intellectual capital into real capital by encashing brilliant ideas in areas like information technology,
- To enjoy governmental support to grow smoothly,
- To be known for its prestige and popularity and deep commitment for ethical values in business,
- To generate surplus internal resources to develop, innovate and invest products to acquire competitive capability,
- To be in safe heavens when the market is in chaos and produce abundant prosperity for more than a century.

And

- To have ample space for greenery, parking and wide roads for the expected explosive growth of traffic in the 21st and 22nd centuries.

Keeping the above objectives in view, let us plan a Saastvic Centre, which has better affluence creating features than Manhattan and Silicon Valley

Let us take a square piece of land, 5/5 km, which is equal to 6250 acres in area. This is relatively a small area when you envisage world-class centres designed to produce mega-prosperity. The Reliance petro-chemical complex in Jamnagar has acquired about 7000 acres for its operations.

After selecting a flat piece of land or land with slopes towards north-east an outer 100 mtr wide road with 20 to 25 degree slope towards north is made. Starting from south-west a lot of 205/205 mtrs is created and provided with 100 mtr roads on its east and north. This lot is abutted with roads on four directions. These roads run from east to west and south to north merging with the outer road. In a similar way we get 256 lots with roads on four sides and every road is 5 kms long. The two central roads from west to east and north to south are 120 mtrs wide.

It is a Saastvic grid resembling a chessboard. Every lot is an island protected and fortified by four roads to produce affluence unhindered by external factors/forces.

Readers may consider these roads as too wide. Napoleon Bonaparte planned the most fashionable part of Paris, the "Champs de Elysees" in the 14th century. This road is 80 mtrs wide. From the top of Arc d' Triumpth this road looks grand and elegant. The 80 mtr road planned in the 14th century is overcrowded today. In three to four decades all the roads in the Saastvic Centre will be teeming with vehicles.

40 lots (420 acres) for parks and 16 lots for parking, common facilities and hotels are earmarked. The total area of Cubbon Park in Bangalore is only about 300 acres.

A cuboid is built in every lot with 20/21 floors with the dimensions of 72X72X72 mtrs. The high-rise building is located on the west and south boundaries (without leaving any open space) like that of MTAR in Balanagar, Hyderabad. The entire open space is only on the north and east sides. All the services are housed in the ground floor avoiding basements.

In high-rise buildings of this type, with vast potential for intense economic activity, a sizeable area should be provided for lifts and staircases. To protect the vital north-east and south-west these facilities are provided in the north-west and south-east. They are treated as common areas. As a result, some areas in north-west and south-east are reduced in all the floors strengthening the beneficial areas, north-east and south-west. Overhead water tanks are located in the south-west.

The western half of the building can be raised by a couple of floors more to create intellectually stimulating atmosphere and to influence and convert governmental authorities as real friends in need.

In every lot nearly 37000 sq mtrs (more than 9 acres) is left open in north and east. Only about 300 acres of land out of 6250 acres is covered with buildings creating an eco-friendly atmosphere.

The distinguishing Saastric features are

- ◆ The whole centre is a square with 20 to 25 degree more prosperous north ensuring success to human effort with generous bonus from nature year after year.

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- ◆ Every lot is a square and every building is a cuboid to prevent risk and uncertainty in business
- ◆ Every floor is a square with some area less in north-west and south-east creating a double *Gomukhi* effect
- ◆ Only one building in one lot embodying all *Vaastu Shakti* for smooth and fast growth of business
- ◆ A mighty prosperity processing force in the form of more than 37,000 sq mtrs of open space in the north and east
- ◆ A heavy mass of weight in every lot in the form of 20/21 storey high-rise building built on the west and south boundary lines to impart world class quality to the products and services

and

to provide abundant liquidity to all the companies located in all the floors

- ◆ Four roads to multiply the cash flow generating capacity and to provide a safe haven in the event of a meltdown or turmoil in the market

All these factors make a rare combination to provide enough Vaastu Shakti for phenomenal or geometric growth with no parallel either in India or abroad in one place

In this Saastric macro-planning nature is leveraged to confer maximum benefits on every building providing equal advantages to all the companies in all the floors.

What about the cost of this gigantic project?

At the rate of Ra 10000 per sq mtr the total cost is likely to be around Ra 15000 to 16000 crores. Our Financial Institutions are

investing huge amounts in projects whose future is uncertain. They have the financial muscle to fund more than one project of this magnitude simultaneously.

The total cost can be pruned if the government waives of excise duty and other local levies on cement and steel. We should realize that projects of this nature have long life to pay back the original investment many times. They are the engines of growth hauling the economy to greater heights of prosperity. Their impact on the economy in terms of creation of employment opportunities for intellectual workers and generation of additional income will be mind-boggling.

To appreciate the *Saastric* uniqueness of this Centre let us compare a few prominent features of some famous blue chip Corporate Offices.

1. Take the Corporate Headquarters of Tata, Bombay House, a rectangular building with roads on four sides. We rarely come across such *Saastric* Corporate Offices in our country.
2. The special features of Birla Bhavan in Calcutta are a high-rise building and less area in north-west or projection in the west south-west creating a *Gomathi* effect. It has relatively more open space in the north north-east than in west south-west.
3. The Corporate Offices of Reliance and Essar are located in a high-rise building abutted by road on the west in Nariman Point, Mumbai.

None of the above buildings have 20 to 25 degree more *prosperous north*.

4. The Income Tax Office in Mumbai has roads on four sides with some area missing in the south-east creating a *Gomathi* effect and fortified by 0 degree *north*. Like the Bombay House this building has no open space on north and east.

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5. The Corporate Office of Hindustan Lever Limited has a single road on the south and obtuse angle in north-west creating projections in west south-west and north north-east, a *Gomkhi* str. More than 500 million Indians buy Lever products.
6. Bombay Stock Exchange in Dalal Street has roads on three sides and the extraordinary feature of this building is the massive tower located in the south-west. The rest of the area is covered with a low-level structure. I am yet to identify another building with such a huge tower in south-west in our country.
7. The Headquarters of Parry's, Dairy House is abutted by three *prosperous roads* but has no open space on north and east.
8. The Corporate Office of SPIC in Chennai has a *more prosperous road* on south and railway track on north with some area in south-east occupied by a small business venture. It has more open space in the north-east and the railway track is at a lower level-----all good *Statistic* features for a growing Corporate Office.
9. The Indian Express building in Bahadur Shah Zafar Marg, New Delhi has *more prosperous roads* on four sides and the ground level on the western side is higher. But the whole complex is weakened by the open space left in the south-west for parking.

Express Towers in Mumbai has roads on three sides but the tower is located on the northern side of the building. Tata Steel in Calcutta has the same feature.

10. Cement House is the Corporate Headquarters of ACC in Mumbai. The building is built right on the west boundary standing for quality and reliability. The open space in the north-east should be termed as relatively small for a mammoth organization like ACC.

11. The Dresdner Bank, the second largest bank of Germany in Frankfurt has roads on four sides with a massive tower of about 40 floors on the west but some vital area is left open in the south-west quadrant. The rest of the area on the east is covered with a low level structure. It has no open space in the north and east.
12. Trump Plaza of Donald Trump that made him a financial celebrity in USA located in Atlantic City. The tower housing the hotel is in the south-west and four roads with 0 degree north convert the casino into a money spinner. Another prosperity multiplying feature of the casino is the parking place housed in another lot across the road on the north side with roads on four sides.

None of these above wealthy and famous centres can match the Saastric strengths of a building in the model centre because:

- ✓ None of them is a cuboid located in a square plot
- ✓ None of them has open space of more than nine acres *only* in the north and east
- ✓ Four roads of 100 mtrs by 5 km about none of them

Hardly a few Corporate Offices even in Manhattan, Silicon Valley or the financial capital of Europe, Frankfurt have similar rare combination of affluence creating factors. *No business house owns such a Corporate Office in our country.*

Assuming that each company occupies two floors, we have 2000 companies with floor/office space of nearly 8000 mtrs each in one centre with the potential to generate unimaginable income.

Every building in the above model centre is unique. An acorn of business grows vigorously into a mighty oak of prosperity in such Saastric environment. This is a model Saastric centre capable of

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producing Corporate Moghuls in a large number in the 21st and 22nd centuries.

EPILOGUE

The focus in this book has been on *Vaastu Shastra* as a holistic science, an enriching discipline that blesses mankind with success and prosperity. The uniqueness of *Vaastu* lies in its potential to provide peace and prosperity to all.

Vaastu Shastra is undoubtedly the panacea to the ills that plague our vast country – mainly poverty and its attendant twin evils, illiteracy and unemployment. *Nature and our huge untapped reservoir of intellectual talent are our greatest assets. They are our creative capital. They have to be effectively used to open the floodgates of prosperity.*

The science of the future, viz., computer science already beckons to us, and over the last two decades or so, Indians, locally and mainly in the United States, have demonstrated their intellectual eminence in the world of computers emphatically. The thrust towards software development and export, the emphasis on increasing computerization and the burgeoning numbers of computer science graduates are harbingers of a resplendent future and pointers to changing times. *Vaastu Shastra is the magic mantra that can truly convert nature, our intellectual resources and information technology into abundant wealth to turn this country around.*

My effort has been to carry the message of *Vaastu Shastra* to our countrymen in general, and to businessmen in particular. *Vaastu* holds the key to unlimited affluence and one needs to remember that the application of *Vaastu* at the macro-level will hasten the process of growth throughout the country.

Finally, a word of caution. Success should teach us humility and simplicity. For some people success is like strong wine and leads them astray. One should bear in mind the well-known saying that a tree laden with fruits bends even more thus demonstrating the virtues of humility. As a tree grows bigger with more branches its

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roots go deeper drawing more sustenance from mother earth
Success should cement the bonds between human endeavour and
the five cardinal elements. It should induce businessmen to draw
more on the inexhaustible power of five angels of peace and
prosperity to extend the frontiers of their fortune.

There is sheer joy in sharing the fruits of success liberally with less
fortunate people in the society. The more one learns to share the
fruits of one's prosperity, the more one is blessed in every possible
manner by providence. *Serve Janah Suktano Bhawantho* should be
the guiding light along the Saastric superhighway of success.

In conclusion, this treatise, I hope, will serve to dispel many half-
truths and false notions prevailing about *Vaastu* and present it in
simple and proper form for the benefit of all. Let us build a strong
and prosperous India, which will once again lead the world along
the path of wisdom and enlightenment as it did for centuries in the
past.