

Business solutions from the Vedas

By Kanak Hirani
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TATWAMASI S Dixit sits cross-legged on a brass chair and begins to talk. Minutes later, you're bombarded by his amazing ideas and emerge from the conversation like you've had a one-hour session in an oxygen bar.

His life has been anything but simple: at seven he performed his first marriage. At 11, he knew the Vedas by heart. He was awarded the Veda Pandit from the UP state government at 17. He was in his early 20s when he learnt to speak English. At 29, the unassuming priest from Varanasi is the managing director of Info Vedic Services Pvt Ltd.

He did his parallel education when he was still training to be a priest and then completed his CA. "After that I decided to use my Vedic knowledge in business development." He now creates CDs for improving human health, uses the principles of the Vedas in HR and runs Kayalakpa, a centre for the body, mind and soul, in Chennai.

Dixit was in Bangalore to conduct a programme for the GMR Group. He also has an assessment centre where every individual gets to assess his or her strength. "Based on that we suggest development needs. I bring in Vedic principles to modern management." He follows a fixed format to judge an individual — he sees physical forms and then decides. "If the structure is like

this, then the mind is like this." He then gets into three basic directions of the mind. "The mind is divided into four functional aspects — the emotional zone, intellectual, conditional and survival zone. The last category of people gauge gain and loss on various planes."

Accordingly, Dixit suggests that people of the *ahankara* zone or the survival zone be put into a job that requires



negotiation and those in the *buddhi* zone be put in an analytical department. "I help create organisational vision." Simultaneously, Dixit also produces audio CDs with Vedic chanting aimed at treating, healing or just soothing. "I have always been interested in alternative health — how you can heal by teaching Vedic principles. My CDs are about how chanting impacts the body, mind and soul."

Anna University in Chennai is presently doing work on how to preserve Indian scripture and Dixit spoke at their conference along with Dr Abdul Kalam. Dixit has also learnt western alternative energy principles to see where we stand. "I studied psychoanalysis from Austria to see how differently they approach the mind from us." Dixit figured we're more advanced in our approach. "We can find solutions for everything."

A large part of his work is based on the belief that our scriptural practices are purely based on quantum physics. "I have divided human ambitions into two zones — problem or desire management. According to which category they fit into, I provide solutions." It's Dixit's research unit — *Ojas* — that produces the Vedic hymns. "I have brought out a CD on pregnancy after doing a whole lot of research. In fact, this whole job is considered an industry by itself and is called a Faith Industry," says Dixit. This month he will release a CD on the heart. "I believe that chanting and talking to your organs is an art. So is how to hear its response. It's serious, not casual listening, where you must sit and close your eyes. The sound vibrations that get generated seep through the cells and act at a subtle level. My idea is to project our rich culture in the modern world using modern technology." The CDs are available at 2210429.