

A Science fiction novel based on Vedic revelation

Ru

Respectfully U'verse

Oh my universe

**KOPPARAPU . S . ANANTHA
SESHASILENDRA**

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CHAPTER 1

Pleasant, even though confused
Peaceful, while being restless
Clear, while being obscure
Thoughtful, but not being in order

With all features of paradoxity, in one more night, which is still younger at the age of two and half hours since the crimson coloured sun just sunk beyond the beautiful horizon of western ghats throwing the eastern half of mother earth's face towards the stars at which for last so many generations we stare during the nights

....Clouds of thoughts are passing over in the young mind-sky of Anantham. He is observing the sky lying on his back by keeping his head towards north on the roof of his ancestral home in the small municipal town of Narasaraopet, district of Guntur in the state of Andhra Pradesh which is a southern state of India.

His thoughts were interrupted by the pleasant rhyme of

*“twinkle, twinkle little star,
how I wonder what you are,
up above the world so high,
like a diamond in the sky”*

that goes on scintillating the nascent mind of little toddler for whom the just new mother of age 25 in the beside home to that of Anantham, is singing while feeding her one year old little toddler by showing the twinkling stars in the cloudless clear night sky. Then the mother fondly started singing another song inviting moon unto the earth. The song goes in the vernacular language of Telugu which is mostly confined to the people originated from

the geographical area of Andhra Pradesh and Telangana states of Great Country i.e., India, as below.

Chandamama Raave, Jaabilli Raave
(Oh the lovely moon come unto us,
Oh the cool Moon Come Unto the earth)
Kondekki Raave, Gogupoolu Teve
(Oh Moon, Please Come unto climbing the silver
mountains with lots of red sorrrrel flowers)
Bandekki Raave, Banthipoolu Teve
(oh moon come unto over a chariotte with bouquets of marigold)
Avvannee thetchi maa papaayi ki eeyave
(all those having been brought, you may please give to my daughter)

Anantham was thinking as to why the people of entire world irrespective of religion, caste, creed, sex, color etc., have been passionate about the moon surrounded by virgin stars. As he thinks, suddenly he heard sound of foot-steps from the side of staircase that makes way to roof from down stairs.

He heard a male voice referring him with *Hi babai* (*anantham friends address each other among their close friends with the word babai which means best friend*). The voice asked him what he was doing here on the roof top and staring towards the skies. The voice further talked that the sky is only a big void but nothing else. Anantham recognized the voice and looked back only to find his friend Mr. Giri, sound of whose voice just was heard.

Giri is a lean and moderate complexion boy of 22 years old. Even by that age itself, his hair turned grey. Mr. Giri is a jovial guy who runs a training institute of type-writing. This institute was established by his elder paternal uncle (who was referred in the language of Telugu* as *peda-nanna*) who is elder brother of Giri's father. Besides training the students of type-writing, he does job-work with the help of a computer of pentium 4 type which is still considered in the surroundings of Narasaraopet as to be the latest version of 536 Hz intel processor. Whenever a job-work like typing a report or a letter is to be taken up, the CPU of the computer needs to be booted at least 12 hours before the actual intended usage. The booting process takes not less than 12 hours. Under such precarious conditions, Giri runs his institute. He is habituated to meet Anantham every day in the evenings vice

versa. On that day after coming from University, Anantham did not go to institute. So as to complete the daily ritual, Giri came to meet Anantham at that time but only to see him on the roof top as a navigator into dark skies with sparkling stars.

Since Anantham did not respond to the query of Giri, He asked Anantham what he was thinking, to find out if there was any problem. Giri noticed seriousness in the face of Anantham under the faint reflection of moon light. Anantham replied negatively and reasoned for his sky-ward observation as if no other work was to be attended.

Giri laughed and jocularly told Anatham to stop thinking like a astronomer or astrologer. Further Giri proposed to go to a movie that was just released in the Angel Talkies (which is a oldest theatre that features various old Telugu, Hindi, often English master-pieces of feature films.)

Anantham also laughed but replied that instead of going to a movie, observation of the sky is better proposition. Giri quipped as he was disappointed with the reply of his friend and told that it was just boring. Giri got up and prodded Anantham to go to movie of Chiranjeevi (Who is matinee Idol of Telugu film Industry).

Anantham refused the proposal. Also he reasoned that the cenema hall (theatre) is breeding ground for mosquitoes and chair bugs. He joked that he was not ready to sacrifice his flesh and blood to the mosquitoes, chair-bugs, added humorously.

Just then, Giri's mobile rung, amidst of the conversation. Giri shrieked by looking at the displayed number. Looking at Anantham, he told "it was nath calling" and turning to phone-ward talked to himself "what a timing, he also can be asked to come to movie". He switched on the phone to answer the call through loud-speaker at the request of Anantham.

From other side Nath talked "Hi Giri, what were you doing and where were you?"

Giri replied "*areh babai* (means hello dear friend) I am with Anantham babai."

Nath asked inquisitively about their whereabouts and what they were doing as intending to know as to if they were doing any special constructive activity. Giri obstructed the spate of questions and asked Nath “first you tell your whereabouts, where from you are calling? Are you in town or still in Guntur?” (which is Head quarter town of district of Guntur.

Nath replied that he had just landed on the homeland by Air (yerra) bus (state run Ordinary class passenger bus service were to be referred comically as “Airbus” which is red in color. The ‘Yerra’ means red in Telugu. Yerra-bus is ignominiously referred as air-bus since, the pronunciation is somewhat similar to each other, the yerra is replaced by air).

Exhaling hot breath heavily as an audible form of expression to show the tiredness of prolonged two- hour journey which should have actually been completed in one-hour, Nath asked Giri earnestly to come to bus-terminal to pick him up. He expressed his tiredness and inability to walk even few meters to reach outside of terminal. Further he quickly explained as to why he had come there. He told that he had to rush to his brother’s-in-law house on an urgent work.

Not paying any attention to the Nath’s request, Giri asked Nath immediately as to whether he would come to movie. Nath quipped without taking a single minute “No *babai*, I am tired, Now I cannot. I need to go to my sisters’ house to discuss some family matter.”

Giri then quipped to play bargain tactics and told that if such is the case he also will not come to pick him up and excused that he and Anantham both are also discussing very important matter relating to stars, universe, life, sky and all that.”

Nath whined and pleaded Giri to come to pick him up as he was totally tired. He further explained his tiresomeness. He told that unless he was picked up, he would not be able to reach his sisters’ house. He re-appealed to Giri to just come to bus terminal and pick him up.

Giri pressed again in a negotiating tone. He strongly wanted to strike a deal with Nath to accept invitation to Movie. He decided that then only he would

reciprocate with picking him up.

But Nath did not succumb to such pressure tactics of Giri. He was steady on expressing his inability due to his preoccupation. Also he has conveyed his un-interest to the movie proposal. Meanwhile, to end the conversation, Anantham struck a stop-gap deal.

Anantham told Nath a compromising deal. He told Nath that first they both would come to bus-terminal to pick-up Nath. At the bus-terminal, so as to get-rid of Nath's fatigue due to journey, he proposed to enjoy the aroma of Tea (The worst tea ever available anywhere in India from the tea-vendor located just opposite to the bus-terminal). He suggested to discuss then as to what next.

Nath could not wait anymore and told them to come fast while making it clear that he accepts the deal to the extent of having tea only. Anantham was quick enough to tell him first to confine up-to having tea only and suggested to discuss thereafter on next program. Nath was silent as if he did not listen anything and disconnected the phone.

From the house of Anantham the bus-terminal is located at half-a-kilometer distance. From his house, so as to reach the bus-terminal, the course of the way takes turn to left first to reach a centre called rickshaw-centre. (Rickshaw is a human-pulled tri-cycle vehicle used to carry passengers to nearer places of the town. It runs on three wheels connected through two gear-wheels one of which is fixed at the beneath the seat of human-puller and second one is fixed at the centre of axil that connects two back-side wheels. The axil also supports the passenger seating place which is covered by cave shaped wooden scaffolding). From the rickshaw-centre, the course takes right turn. After taking the right turn, the way thereafter travels a distance of 200 mtrs, directly to reach the back-side entrance of the bus-terminal. The entire course to the bus terminal is covered with green shady trees.

Anantham told Giri that he needs to change his dress and so suggested Giri to go down and start the vehicle by the time he would come.

Giri quipped wittily telling that it was not a loco either to take lot of time to get started and further told that it was only a hero-honda-make two-wheeler of the year 1998 and takes no time to start. As Giri quipped wittily and asked Anantham to come fast so that he can wait there itself enjoying the sparkling stars in the heavens. Anantham rushed for change of dress while replying with a smile that he would be just there with in few seconds.

Ten minutes later, both Anantham and Giri left for bus-terminal through the course destined for it. All along the sides of fresh tarmac course, the trees stand like welcoming girls with beautiful flowers. Most of the trees were of Gulmohar family. Gulmohar is a flower tree that grows to considerable height of around fifteen to sixteen metres with all pervading branches like umbrella. Its leaves are similar to that of tamarind tree. At the end of each stem of leaves, the red and yellow colored flowers are adorning the branches and sub-branches of the tree. The mix of green leaves and red & yellow flowers gives a great panoramic view of the entire course to the bus terminal. They were appearing more appealingly due to wetness of flowers by the just stopped rain. Due to the wetness, the colors of flowers were shining in splash due to reflection of light emanated from fluorescent street lights of high candelas. Some of the flowers has just fallen from the tree and formed a colored carpet on the tarmac road. Although it was pain full to see the crushed flowers on the road, Giri cannot help treading the course over the fallen flowers.

At the bus-terminal Nath was waiting. He was observing the movements of co-travelers who were boarding and alighting various buses which were destined to reach from various towns and villages. Since the town was Head-quarters for one of the revenue division of Guntur district, it was having considerable numbers of population. Surrounding that divisional head quarters town of Narasaraopet, around 500 villages, hamlets, habitations etc., were littered. Not only from Guntur but also from various places of southern states of India, so many travelers come to the town.

After just five minutes, both Giri and Anantham reached the bus terminal and noticed Nath who was waiting at terminal no.1. Terminal 1 was the alighting point of passengers from Guntur.

The bus-terminal was of 25 years old. Perhaps because of shabby maintenance, its' precincts looks un-tidy. Rain water, which was due to the rain fell two days earlier, logged in the middle of the approach road meant to reach the bus-alighting terminal from the back-side entrance. Since it was two days old still water that could not drain due to poor drainage system, a marsh was created. Small beautiful swines were wallowing in the marsh. Stinking smell is spreading making the surroundings unbearable and hazardous to the health. But the citizens of Narasaraopet were not at all bothered at if they were used to it. Travelers were also neither feeling any bad about untidy nor even paying attention as if it was not an un-common feature.

As they both noticed Nath, Giri screamed and shouted at Nath "*areh babai*, look at us, we are here."

Nath could not hear the shouts and screams of Giri as they were less loud than the horn sounds often blown by the moving buses. Finally a big shout from Giri could not go unheard by Nath who turned his head towards the side from where the shout reached him. His face grinned as he got the vision of his friends and waved his hand as if he were famous politician. A happy union of three friends happened.

Then the three friends mounted the Honda bike and came out to reach the tea vending shoppe just opposite side of Bus Station. The tea shop was named after the banner "Padmalaya". Padmalaya means the temple of lotus. In the same name and banner, the great matinee idol of Telugu silver screen Mr. Krishna, the Super star of filmy industry in Telugu, constructed a film studio on the lines of great Hollywood studio but might not be of the same size. Only after construction of the studio under that name and style, the name "Padmalaya" reverberated with fame. Such was the back ground on which the name of Padmalaya was christened to so many shops, business centers, offices etc., irrespective of size of their business.

The three friends approached the tea vending Padmalaya tea shoppe. Since the shop is located in the busy locality appurtenant to the bus station, the area was smudged with dirty swamps in which small beautiful swines are wallowing. The country flies are endeavoring their might to transport all such filth from the bodies of animals' habitat in the surroundings and

helping harmful bacteria to spread over the entire area. Despite such untidy surroundings, the intelligent of all the animals, the human beings were just least bothered and enjoying their sip of Tea by standing in clusters conveniently unnoticed the dirty precincts.

Giri got annoyed with the surroundings. He does not want to allow the time to get wasted. He rushed to Nath and told him to go to RTC* (*Rasool Tea Centre*). He changed the venue of tea party with reasoning that instead of having tea there in the untidy surroundings, he suggested it would be better to go there.

Anantham also agreed for the proposal and opined that it was good idea. There you can enjoy the tea served in still to be cleaned glass-ware, Ananth added. The taste of over-heated milk with a smell of rotten fish will take you to the un-foreseen heavens, he described.

Nath quizzically inquired “When the smell has been changed to rotten fish from that of dead rat. It is a welcome change since fish are edible but not the rats.

Three friends laughed happily at that witty remark by Nath. Giri then added jocularly that anyway the taste does not change as it was maintained intact for generations. He further suggested that it is now time to rush to have the age old chai. Nath again jocularly enquired as to whether the chai was prepared long back and preserved for generations. Giri replied with laugh to that question and then inquired Nath to tell as to what is that great and urgent work he has with his sister. Nath told that he has to collect the birth-chart** of his niece.

He further elaborated the need of a birth chart during marriages. He told that these charts are helpful in searching for a suitable would be spouse. Since his sister is searching for a compatible bridegroom for her daughter, he told that, he needs to meet their family astrologer to handover the chart for his examination and expert advice.

Anantham puzzled and asked to know about the astrologer and where he stays. Then Nath mused for a while and told Anantham that he may not be knowing the astrologer. However, Nath attempted to explain the locality of

Astrologer's house. He told that the astrologer's house situated just in the by-lane that proceeds to south from the lane in which Anantham's house is located.

Anantham asked Nath to tell the astrologer's name and got the answer from Nath only to know that the astrologer's name is Madhusudana Rao.

Giri inquired as to whether he is expert in fore-telling. But Nath wants to dispel the dubious opinion of Giri about astrology. He explained Giri that astrology never means fore-telling. But Giri quizzed to know what astrology rightly means?

Nath told "It is a big subject". Also he told Giri that he does not know sufficiently to tell about it. Further added that it would also not the appropriate time to discuss astrology. So Nath pleaded that they have to rush to have tea, no matter where it is, since he has to go fast to collect the birth-chart.

Anantham saw the hurry in Nath's face and thought that definitely he would be having very important work. He himself got convinced that otherwise Nath would not appear so tensive. He then told Giri to start bike to go to RTC to have tea.

Nath asked "How to go." He reminded that bike riding with three persons on is in violation of rule since the bike is for two only."

Giri derided at Nath for his pretending rule-consciousness. He suggested him not to fawn as if he were so rule-binding and to stop pretending innocence. Further Giri told that they three can travel on bike for a short distance and assured that nothing would happen. Also he opined that it is neither un-natural nor uncommon in the town.

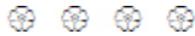
Nath told with simulating seriousness on face that it is nothing but breaking traffic rules. Giri sarcastically sounded "olu lu lu lu" and teased Nath suggesting not to simulate as if it was new to him and thrust to go.

Nath grinned and hopped on to the bike and sat at the back of Anantham who has already seated at back of Giri who is rider.

On just coming out of the bus terminal the three got the sight of checking by police as their part of night checking duty. Giri is sharp in choosing right way at right time, since he is habituated to such situations. He has always been the carrier of all of his group of friends murthy, chandu, Sanampudi, kishore etc., at the time of their need. Immediately on catching the sight of police checking, Giri took a quick decision and turned the bike to his left so that to enter in to a by-lane beside the bus-garage appurtenant to bus-terminal. Successfully, the checking point could be obviated due to the deft handling of the situation by Giri.

As a happy note for such escape Anantham uttered “thank god”. Nath objected for such utterance and suggested “it should be ‘thank Giri not the god.’”

Anantham smiled at the suggested change.



In the western part of Narasaraopet, district of Guntur, a woman of age 40 years is eagerly looking towards north end of the concrete approach road by standing in front of her house. From inside of the house, a male voice is heard calling the woman “Hi Mathi, you please come inside. Your bro will come. It does not need you to wait outside.”

Mathi heard and replied with somewhat disappointing tone to the call of her husband from inside that her bro should have come by this time and further explained her anxiety saying that the astrologer asked them to come at 8 pm. She further added through her apologetic tone that he must be waiting as already it is 9 pm.

Mathi’s husband shouted at his wife accusing them as mindless fellows and asked sarcastically that ever anyone goes Astrologer at nights?

Mathi screamed at him and told that this is the appointment time given by Astrologer and further told shouting that he must have thought that night is appropriate time to study the position of stars and planets. However, she told categorically that it is her worry and requested her hubby not to intrude into her own way as it is her botheration.

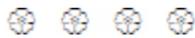
Mathi's Husband laughed and attempted to make fun of her wife, while saying as coming out of Warandah (a front room with walls constructed only on two sides) that the astrologer is supposed to study birth-chart but not stars in sky.

Mathi uttered mixing seriousness with irony "My dear wise husband, Mr. Madhu Murthy, don't make mockery of every sorts, she warned and added "If you do not believe in astrology, no-one is here to force you to believe in it". Madhu Murthy laughed.

Mathi frowned at the laugh of her husband and suggestively queried with seriousness that instead of laughing, he should have tried to call her bro to know his whereabouts.

Madhu Murthy again responded with laugh and went inside to take his mobile.

Madhu Murthy is an enterprising personality. He is running a Data Typing and processing (D.T.P) centre along with a travels business. He is the person who actually revolutionized the business of D.T.P. He has started the small type corporate wars in the business of photocopying by decreasing prices revolutionarily to the lowest levels ever prevailed in the said business. Such action of Mr. Madhu Murthy made his rivals forcibly reduce prices. By the time his rivals reduced the prices, he grabbed most of bulk-photocopying market and thereby achieved the scales of economy. That has helped the general public at large. He proved that the economics of competition always turns in favour of common man.



Nath heard his mobile ringing as friends trio are proceeding towards RTC. Nath took his mobile into his hands from the pockets of his trousers. He noticed that his brother-in-law is calling. While informing the same to Giri who is riding the bike and apologetically told that it is his brother-in-law calling and they must be waiting for me. While guessing as such, Nath answered the call. He was asked from other side of the call to know his whereabouts and by what time he would be able to reach the home. The Nath replied that he just got down at bus terminal and coming to them only.

He further told optimistically that positively within ten minutes he would be there in front of them. Then the call is ended.

Anantham observed the hurry in the expression of Nath's voice. Then he questioned Nath about why he is in so hurry to go to astrologer, that too, at night to get his opinion. He suggestively queried that wouldn't it be better if they go in the morning?

Nath replied negatively to that query. He told that it would not be possible for him to stay back in the town as he needs to go back to Guntur. Also it was told that tomorrow he needs to be in Bank. Further Nath told that there is an appointment with astrologer for taking advice on marriage proposals of his niece by showing her birth chart to the astrologer so as to compare various traits in her birth chart to that of prospective bridegroom from out of the list available.

Meanwhile, they reached RTC. While stopping the bike in front of the RTC, Giri asked Nath inquisitively to know as to what sorts of thing are examined by astrologer in the birth chart generally.

Nath replied that perhaps it might be the position of planets in the birth chart of bride and bride-groom. He added further that astrologer would examine the suitability of planets' positions to decide whether their prospective lives are compatible for a happy married life.

Anantham shown interest to know that whether the positions of planets decide the compatibility of a prospective couple? Nath explained that it is a belief for eons that the planets are affecting human life. Then Anantham deliberately raised the point that some of the marriages are happening even with no reference to any astrology and also added that some of such marriages have been successful.

Then Nath pondered for a while to reply. He faintly remembers that Anantham is carrying out a research on this subject. His research is on the effect of planetary position over the life on the earth. While reminding about his research, Nath further skeptically queried as to why he is so doubtful about that. Then Anantham replied that it is not skepticism but a process of learning further on the subject.

By then Giri got bored of the discussion. He commented that Anantham always tries to enrich his knowledge at every point of time. While further referring sarcastically that it is neither a class room to discuss all these things, he waved his hand to the owner of RTC and shown three fingers of his palm as a sign of ordering tea.

But Anantham still continued his talking not paying any attention to Giri's comment. He asked Nath to know as to whether is there any substantiating proof as to how planetary motion affects life on the earth? If such planetary motions in the celestia are really affecting the nature and behavior of life, whether such affect is equally being felt by all life forms on the earth? Whether the position of celestial objects at single point of time show equal and similar impact over the life forms born or came into existence at that particular point of time and place? A spate of questions is posed by Anantham.

Nath then opined that there are definitely certain questions that need to be answered by astrologers.

Meanwhile the tea boy came with glass cups with full of tea and served it to the three while saluting Mr. Giri as gesture of respect. Mr. Giri is permanent customer and known to all the tea serving boys and also the owner.

Giri intervened while sipping the tea and quizzed to know that how the presence of planets in space shows impact on human life? He further raised doubt that how they can exert force as they are far away from the earth and added also that even no one can see them clearly with naked eye. Some of the planets may be appearing as stars in the sky but their impact on the life of human beings is a big debate, isn't it? Giri questioned.

Then as an answer Nath advised Giri to discuss all those things with our astrologer Mr. Madhusudana Rao.

Then Anantham immediately hurried to suggest that all these queries cannot be discussed with him as it would be waste of time to him. Our friend Vavilala is there. We can discuss with him as he is also of our age and can discuss comfortably all the things.

Nath asked with confusion to know as to who is that? also, questioned with disbelief and doubting voice that “Vavilala ... who is he?”

Anantham reminded both of them that the same Vavilala who was their class-met. Anantham further added to remind that he is Nath’s distant relative also.

Nath uttered with surprise to know that if he were having knowledge on astrology. But Anantham confirmed and told that Vavilala knows astrology very well. He is said to be now presently working as co-scientist along with Anantham in the Acharya Phaniphalguna University.

Then Nath asked Anantham to know that what sort of research is being carried out by them. Then Anantham explained his research work on the discoveries by our ancient yogis, sages and hermits or ascetics on the affects shown by celestial objects. Then Giri curiously asked Anantham “why do you want to know all these things?”

Anantham observed the curiosity in the face of Giri. With a banal expression of sigh, replied coolly that he takes inspiration from the celestial objects, the night shining stars, the glowing suns and the constant movement of these celestial bodies with exact precession of time and position. He further told that he always wonders at sky-scape. That is why he explained finally that he wants to write a book on the space and its affect.

Giri sarcastically remarked to tease Anantham asking him whether doesn’t he find any other topic to write a book.

Nath obstructed the conversation and asked Giri to drop him at his sister’s house. Then Giri asked Nath to know the time at that juncture. Nath replied that it is half past nine.

Giri thought to adjust the time available to accommodate movie program. Then he asked Nath to know how long it would take at astrologer?

Nath replied that it takes only not more than 15 minutes, because the work is only to hand over the Birth chart.

Anantham astonished at the Nath's reply. He quizzed Nath with utter surprise that merely to give birth chart to astrologer is it true that he came all the way of 50 kms distance from Guntur.

Nath confirmed that he has come for that purpose only. He further told that his sister does not know the address of astrologer. Otherwise he would not have come, Nath said.

Giri complainingly intervened to tell teasingly that Nath is just bluffing. He suspected and told that Nath never waste that much time and energy for a work of mere 15 minutes. Definitely he must be having some other work, Giri exclaimed turning towards Anantham in a complaining way against Nath. Further Giri added that he is such a glib liar. It was firmly told that Nath must be having some other work, Giri doubted and reiterated.

Nath laughed at the comments of Giri and hurried to emphasise that he has come only on astrology work and he is quick to add that he has no other work indeed.

Giri is not convinced as he experienced several past incidents. That is why Giri did not stop suspecting Nath. He is still doubting that definitely Nath must be having some other works like collecting rent from his tenants his properties etc. He expressed his doubt in an inhibiting voice. Nath heard what Giri talked. Then Nath murmured with low voice while confirming the doubt of Giri and told, of course, that is also there.

Giri laughed as his suspicion is proved to be right and jocularly shouted at Nath indicating his astuteness in guessing the correct. He further exclaimed his prowess in analysing Nath's psychology. Giri knows that Nath never waste that much time without any purpose. Then Giri turned towards Anantham and told that but for that pecuniary benefit otherwise he would not come here.

Nath grinned as he was caught naked. Thus is the cloth of friendship woven among these friends who never feel egos among them.

Giri told Anantham to wait at his institute till he comes back after dropping Nath at his sister's house. Anantham said "ok, Ok". Nath then told

Anantham 'bye, meet you again'. Anantham nodded his head and waved his hand as a reply while walking towards the institute.

The roads are just becoming deserted as the hours hand reached number 10 and minutes hand reached number 12 in the solar clock during the third quarter of that day. Nonetheless, the recently opened spencor shop on the bank street still buzz with activity. Perhaps, the only reason may be that it is newly opened super-store. It has brought some sort of western style of shopping to such a small municipal town of Narasaraopet.

Anantham just entered the store but only for mere window-shopping. As he was passing through aisle of the shop, got attracted to one stand on which digitally recorded certain video discs are stored. He approached the stand so as only to see as to what sort of DVDs are available there.

As Anantham is seen approaching the DVD stand, the sales girl of age around 16 years, who dressed in the attire of crimson colored T-shirt and black pants neared him. She is of medium complexion, short statured at around five feet. She is with loosely braided hair in black color resembling leiotrichi* texture. Her face resembles to some extent to a typical mix of Caucasoid* and negroid* racial features. She is more brownish in color with black shade indicating her skin color is a mix of both tints of leucoderms* and melanoderms*. Her cephalic* index falls between meso* and delico* type of cephalics.

It appears that she looks after that block of store. With welcoming smile on her face, she asked Anantham to know how can she help him. Also she enquired as to what he wants.

Ananth looked at her and replied that nothing he wants but he is just looking as to what sort of DVDs are available there. She asked with same smile on her face as to what sort of DVD does he want.

Anantham observed in her, the tact of zeroing in on the targeted purchase. His brain just is struck by the marketing idea of Philip Kotler, the pioneer and revolutionary of Marketing Management.

The idea of successful marketing is selling as many goods as possible with in minimum possible time. In order to achieve that, every marketing manager or a sales person shall first identify that whether a customer is a serious buyer or not. Once the real customers, who are seriously thoughtful of purchasing, are identified, it is very easy to sell some-thing to them. Such sale is effortless as the buyer clearly identifies the required product.

The real problem for sales persons is with nonchalant and passing-over buyers and window shoppers. These two categories of buyers do not intend to purchase anything but visit shops only for the sake of time pass. However, the next importance shall be given to passer-by customers in the priority order of sale. These type of customers do not intend any need based purchases but only buy out of passion of shopping.

If it is the customers of the window-shopping sort, they do not intend to purchase any-thing. If such customers are identified, then spending time on them can be reduced so that attention can be paid to serious prospective buyers.

Therefore, in the priority order of customers, first comes the serious buyers, next in the order is passer-by-buyers and then finally, attention can be paid to window-shoppers who some-times make emotional purchase out of either attraction towards the item in display or towards sales-girl who is impressive. Such emotional purchases are called purchases out of compulsive emotional disorder.

As Anantham is deeply engrossed in his thoughts, the chain of such thoughts is disturbed by the sales girl. Her face and stature reminded Anantham of a lesson taught him in his 10th standard schooling. The name of the lesson is “The flower’s seller”.

Anantham was quickly reminded of the said lesson.

The lesson tells about a girl in her early teens who rose from rags to riches. The story goes like this.

In nearby hamlet of Rajasthani town of palaces and forts i.e., Jodhpur, a girl of 14 years old lives. She is elder of two children to her parents. Her parents

are deprived of their health due to a destiny's mishap. While leaving for the central market place to sell the flowers, their tongo (vehicle driven by horse) was dashed by a heavily loaded motor vehicle. The accident was so ghastly that her parents both lost their legs. Since her brother being is of age 4 years, she cannot send him to the busy market place of central Jodhpur. Such typical poor family difficulties or hardships reasoned her for herself to go to market place to sell the flowers plucked in her hamlets' garden farms. Despite such difficulties, she developed expertise in decorating flowers in various bunches and also in the form of attractive aesthetic bouquets.

Rajasthan being one of most attractive destinations for foreign tourists from all corners of the world, her business of selling flowers flourishes like anything. The clinching point is that even in the heavy competition existed among florists, her special prowess in decorating flowers as per requirements and designs of tourists with their choicest flowers within short span of time brought her to the fore front of florists.

Her's such renowned skill has been noticed once by the royal visitors of westminster while they are on visit to India as state guests. Specifically the Royal couple was impressed at her dexterity in dealing with flowers. They thought that she aptly suites to their floral requirements at the time of various imperial festivities. If princes herself is determined, nothing would become hindrance. Then and there itself without much waste of time and any sort of second thought, one of the royal attendants were summoned and ordered by his majesty on the floral needs.

Immediately after having received such royal mandate, she was approached by her majesty's reps for issuing Letter of Intent (LoI) of their likely requirement and intended purchase of flora products. At such unexpected events, she became totally benumbed with the proposal. She never dreamt of it in the wildest of her dreams. First her legs shivered by hearing such incredible offer. She was totally spell bound at the turn of events. She was completely overwhelmed and thought that the fortune Hindu Goddess Sri Mahalakshmi is laughing at her. While basking under the unexpected glory of inundating offer, she was still continues to be in the famous quandary of whether to say yes or not. She was still under dilemma at the unexpected offer.

Even though the proposal was beyond her propositions and paraphernalia, her heart was nagging her to say yes but brain was calculating the time and other inputs required for achieving such daunting and formidable task. Finally, a balance could be struck between heart and brain. She told to the approached royal representative that she needs some time to think. Then it was now turn of the guest to get surprised at her reply. He never thought such reply as he was confident that no fool would deny such regal offer that makes them one of the richest in short span of time.

Then the rep asks her as to how much time does she want to respond to the LoI. However, her brain could only respond with a confusing reply to the question. Nevertheless, her heart speaks smoothly to her with confidence. The inner conscious as sitting in her heart just provoking her brain to accept the proposal. Nonetheless, the brain was under utter confusion and continues to be involved in making SWOT analysis. There appears to be constant conflict between her brain and heart. Her brain always thinks but heart feels. It is a natural conflict that existed between thinking and feeling as it is existed between brain and heart. **Thinking is a process but feeling is an experience.**

Her brain always thinks about the heart that it is a sheer emotional idiot. Brain always ridicules heart that it does not have wisdom to assess the pros and cons of an action. But heart always feels at brain that it is merely a calculator. She is rather an impediment in the process of development. A confidence less brain cannot give discerning wisdom. Also heart advises the brain to take such extra-terrestrial information from her so that confidence could be built up in the brain. Such is the devotional unconscious information embedded in the inner soul which resides in depth of heart's chambers. It is only for such reason, when only the heart is confident, then only brain works properly.

Due to such conflict between process and experience for so many generations, so many wars, Armageddon, feuds, battles occurred and now also continue to be as so. It is irony that heart feels something but brain thinks something else.

The flower girl's heart was confident but brain was still pondering over the offer. The royal rep was standing in front of her waiting for her reply. His

brain also was thinking that whether the lean girl in her teens could take up such daunting task. For the reason that the task that was placed in front of her by the Royal palace was no easy and simple one, the rep was also feeling in his inner heart that she may not be able to accomplish such herculean task. His brain was thinking to discourage her so that he can convey to her Majesty's court about her such refusal. He got astonished by seeing her as she was a small girl only in her teens with her lean stature and bright brownish colored complexion.

He was not confident in her due to her size. But, in that short span of interaction, he could observe her agility in responding to the customers' requests. However he thought, agility in attending a task is a specially gifted trait by the GOD. She may be only one person in that field endowed with such trait. Her supple mannerism might not be present in any other florists. He further thought, on her own, she may not be able to attend such expensive task unless she gets any additional support from others who possess such similar trait of nimbleness.

However his hearts' feelings are recorded by her heart through the special quality of inner soul or subconsciousness through telepathy. Her heart told her not to waste time and opportunity. It has counseled her brain for not to be too calculative. It has encouraged her brain to accept it as it is a life time opportunity. If it is lost, such opportunity would never be regainable, heart prodded the brain. As far as this opportunity is concerned, the loss is final. In this case once lost is forever lost. Under such strenuous conditions, finally a spark was lit in her brain. The spark was the life line of her success. Unless such divine spark was transmitted to the brain by the innerly existed divine soul in the chambers of heart, it would not be possible for the brain to accept such proposal. The heart's inner soul informed her about the unflinching support from her close quarters. With such spark, heart confidently told the brain to accept it otherwise the royal rep may not wait longer as his brain was thinking fast to convey the refusal. Immediately, her brain lives were rekindled. Without wasting much time, she accepted the proposal and signed the LoI by dragging it with lightning speed from his hands. But for such support from the spark emanated from her heart, such emboldened speed could not have been achieved. What the spark told to her brain is crux of the entire story.

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