

THE CREED OF A REMARKABLE MODERN DAY ARYA

"A great man and a great life..."



S. P. Hinduja

- ✳ One of Dad's passions is his country. His positive vision for India compels him only to see it prosper. He is very proud that he belongs to the Vedic heritage but at the same time is open to every religion.
- ✳ Even his diet is based on the foundation of the Vedas. He is a firm believer of the saying "You are what you eat". He does not include any food or drink in his diet that has any artificial ingredients, is preserved and not fresh. He refuses to eat food that has been pre-cooked; he only accepts freshly cooked food. He does not eat between meals. Apart from water no other drink enters his body. He strongly believes in eating the fruits and vegetables that agree with his digestive system and are naturally in season.
- ✳ To him the tongue is definitely not a good indicator of what is good for you. Dad feels the tongue could cause a lot of destruction if not used correctly. Eating in a disagreeable manner or by speaking in a negative mode can cause a lot of destruction to body and mind.
- ✳ As long as one conducts one's life without causing destruction first of one's soul and then of others, differences can bring forward information that can only lead to constructive bonding. If one's intentions are not harmful, they can only protect, not destroy.

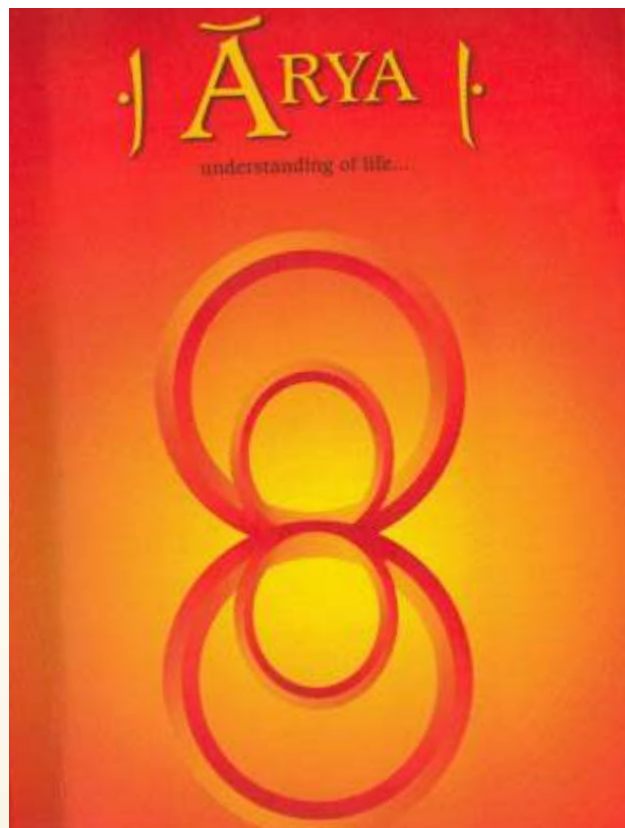
- ✳ Every act of destiny and person for Dad is always a way for his soul to elevate and bring out the best in him.
- ✳ His daughter's greatest downfall would have been if he had handed me my life on a platter; it would not have given me the chance to elevate my soul and bring out my positive traits to deal with the challenges of life. As a parent I have tried to adopt the same

"SP is one of the world's few conspicuously successful business 'giants' who has achieved the rare combination of value and success - and without ever comprising on the former... The world desperately needs credible role models - men and women whose lives are characterized by spirituality, sincerity and substance. I believe SP is such a man, in a humble and unassuming way his life throbs to a swifter, stronger and surer beat."

*—Dr Jonathan Long
Aiglon College*

principles in raising my children. I treat every idea of theirs with respect. There is no rule in my book that says that kids have to follow adults blindly. We have to guide them but we also have to teach them to take responsibility for all their actions, both good and bad. As parents, we have to make sure they do not fall deep into any destructive situation,- at the same time, one has to also let go.

- ✳ He is totally convinced that we are programmed to act, react and face the consequences. Each soul goes through their program Basically, his belief is based on the viewpoint about a soul's journey. It states that each soul is already programmed and it follows its path according to the same. For Dad, if someone behaves positive or negative, it is due to his or her program. They are not good or bad, they are not entities; it is all the supreme power. Once you accept that, nothing and no one can make you happy or sad; you are detached from all actions.
- ✳ For him it was never one son, it was never just his wife and kids; he always sees the entire family as a unit and not different units making one family. It is this feeling and belief that keeps him going.
- ✳ He believes not only in helping those who take initiative to better their lives but gives his time to all those individuals who are stuck in the negativity of life. As Dad says, love is not about possessing; it is about letting go. It is only when you let go that you are actually loving with no expectation. No soul has been created to live with freedom as long as one conducts oneself in the boundaries of one's conscience.
- ✳ To what extent does one rise above and do their karma towards all our loved ones. Yet our Vedas say that if the self is not happy, all that is around us also will not be happy. When are you crossing the line from selflessness to



selfishness? Who will decide? You yourself will decide if your decision is bringing the destruction of the self; if even an act performed with no personal gain it is not seen in the right light.

- ✳ Most of us have a purpose in life. Dad's has always been his family; his brothers and their families, his sisters' families and all the extended family before himself. SP has definitely achieved a balance by surrendering to Almighty.
- ✳ Like he says, if we reflect on our lives in accordance with nature one cannot go wrong. Every aspect of life can be seen as reflection in workings of nature. It is up to each individual how he draws this information and uses it to benefit him in a positive way.
- ✳ Everybody is on the lookout to become successful in the blink of an eye. Yes it is very important to have success; it is the only language that the world understands today. It

depends how one wants to achieve it, at the cost of losing ones self or not. Dad has achieved it with not only keeping his inner self alive but elevating that self every second. To me that is success.

- ✦ We humans have been put on this earth to make the most of all that the universe is offering us; even animals wander around for their food. What use is this life if we just let it pass? To want success is a human right. How to achieve it is what we are all trying to learn, every step of the way. Even the richest man wants to grow; he is always looking for ways to maintain his position. If he does not multiply his colleagues will catch up. Dad definitely keeps implying, that every second that one is breathing is important. It is all about getting most out of every millimetre of our existence.
- ✦ Focus and concentration, according to Dad, are the most important ingredients to make it in life, whether in ones professional or personal life.
- ✦ He admires Lord Rama for accepting his father, King Dasharatha's orders with such grace and courage. If we all could apply the same to our lives when the smallest of plans go off-track, imagine the extent to which our energy would be saved from negative

Drawing inspiration from its founder, the Hinduja Foundation believes that philanthropy, a sacred social responsibility of all enterprise, is worthier when it encourages self help and sets an example for the younger generations. Srichand P. Hinduja, Chairman of the Hinduja Group, leads the Foundation. "Our aim," he says, "is to build bridges between India and the world, between the past and the present, between generations that are and generations to come."



reactions. The same energy could then be used to go forward and try another plan.

- ✦ The other example he applies in his daily living is also based on the nature of Lord Rama. When Lord Rama informed his mother about his exile he did not speak ill about his step mother Kaikaiyi. In fact, all he told his mother was he was being sent by his father to first become the lord of the forest, before he could take on his role as king.
- ✦ Even if one knows that a certain individual is responsible for the unplanned happening in their lives, it is best to either stay neutral, if not positive; do not speak ill about the individual. You do not achieve anything by your negative remarks. In fact, you send out stronger negative vibrations in that direction which leads to jealousy, aggravation and unpleasantness all around.
- ✦ The elevation of the soul lies in building with words and deeds, whether towards a soul that means well or not; you have to think, behave and talk with positivism. It is amazing how much peace you do feel within yourself when you practice these qualities that Lord Rama preached and my father lives by. The soul quenches its thirst with such behaviour and one moves closer to the self within us.

*Extracts from Arya,
understanding of life...
Conceived and written by Sahanu. S.*