

Only 'Hindu Commerce' can Wean 'Cold Countries' from Aggression, Says Jeffrey Armstrong



THURSDAY, 07 AUGUST 2008 01:36 ADMINISTRATOR



corporate warrior, Indian Merchants' Chamber, Jeffrey Armstrong, Vedic Academy of Sciences and Arts, human race, hindus, vedic lifestyle, vegetarian food, organic.

The world history bears out that it was only the 'cold countries' that invaded and colonized well-endowed tropical countries like India looking for food and other bounties of nature. "I have no doubt that if the shortages of basic human needs arise again, the cold countries would do it all over again," apprehends Mr Jeffrey Armstrong, motivational & spiritual speaker from Vancouver, Canada.

Mr Armstrong, also known as Kavindra Rishi, was delivering a lecture on "The Heart of the Corporate Warrior" a meeting organized by Indian Merchants Chamber on August 5.

Introducing Mr Armstrong, IMC President Mr M N Chaini said that he was an award winning author and was regularly invited to hold workshops for the executives by many multinational companies in USA and Canada. As the founder of Vedic Academy of Sciences & Arts (VASA), he was an ardent advocate of the Sanatana Dharma Culture.

He travelled globally teaching the philosophy and lifestyle of yoga to individuals, corporations, universities and ashrams around the world. "Mr Armstrong's lectures have been extensively covered by leading publications such as USA Today, the Wall Street Journal, Los Angeles Times, San Jose Mercury News, Discover Magazine, CNN, Stern and many others", Mr Chaini said.

Mr Armstrong saw a great role for Indians to play in averting aggression from cold countries in future by way of profitably engaging in commerce for catering to those countries' basic needs, for which it was well-known since ancient times. "How long do you think the fossil fuel deposits will last? 10 years? 25 years at the most?"

He opined that the industrial, capitalist, consumer lifestyle embraced thoughtlessly by the cold countries about two or three centuries ago had reached the dead-end, and was not environmentally sustainable, as was amply borne out by the looming peril of global warming. After all, how could the people's 10,000 years long lifestyle based on agriculture be replaced by a mere 200 years long industry-based urban consumerist lifestyle?

He said, "The entire corporate culture has no moral basis, as its aim is making profits without any accountability or responsibility for the consequences of its actions. This truth has begun to dawn in the minds of people in the cold countries, and they are helplessly looking for alternative life-styles. Numerous Hindu Saints and Yogis, who have been touring these countries have provided them a socioeconomically viable, environmentally sustainable alternative lifestyle."

And what are these Hindu saints and Yogis offering? A pious and environmentally sustainable vedic lifestyle, organically grown vegetarian foods, cosmetics and other products of daily use, austere use of

natural and other resources, and a strong distaste towards consumerism.

Mr Armstrong cautioned that the second and third generations of over 100 million Indians settled abroad were in danger of losing the priceless legacy of their own ancient nation.

"I request each and every one you to stay in touch with your kith and kin in those cold countries. Treat them as your ambassadors to spread the message of this ancient nation; produce and export through them genuine organically cultivated vegetarian, environment-friendly products to those countries.

"I assure you there is a great demand for them. By engaging in commerce, I have no doubt that India will become the wealthiest nation once again, as it was for over 16 centuries in the history of human race", he said.

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LAST UPDATED (SUNDAY, 11 JANUARY 2009 20:52)