



## **MEANING OF FRAGRANT SWASTIK**

This Fragrant SWASTIK was designed 2 years back in 2002 with inclusion of whole pavilion & CD compilation of photography & glimps of the Fragrant India Tour organized by us in 1995 to 2002 (September). Basically it was designed to launch at SEPAWA in Germany. SEPAWA Conference was organized at Bedurkein, Germany in 2<sup>nd</sup> week of September 2002.

We were given opportunity by German Organization to present Indian Natural Product Line for world market for utilization in Soaps, Perfumes & Toiletries.



→ SWASTIK SYMBOL



→ NEO-NAZI SYMBOL

When we launched this fragrant Swastik, many foreigners asked the similar type of question that how we are launching the same symbol like Hitlers Neo-Nazi Symbol. This question was asked by many people in Germany & many don't like the same.

Here, I would like to clarify that as per the above 2 symbols given, it is clearly seen that both these symbols are different. Hitler's Nazi party's symbol is exactly reverse of our Spiritual Swastik which is part of our Tradition since Vedic time.

Hitler's Nazi party used a clockwise swastika as their symbol and the red and black colors were said to represent *Blut und Boden* (blood and soil).

The swastika is an equilateral cross with arms bent at right angles, all in the same direction, usually the right, or clockwise. The swastika is a symbol of prosperity and good fortune and is widely dispersed in both the ancient and modern world. It originally represented the revolving sun, fire, or life.

The word swastika is derived from the Sanskrit swastika which means, "conducive to well- being". The swastika still continues today to be an extensively used sign in Buddhism, Jainism, and Hinduism. In Buddhism, a swastika represents resignation. In Jainism, it delineates their seventh saint, and the four arms are also used to remind the worshiper of the four possible places of rebirth; the animal or plant world, in Hell, on Earth, or in the spirit world. In both Hinduism and Jainism, the swastika is used to mark the opening pages or their account books, thresholds, doors, and offerings.

As per the Swastika Symbol, it has its arms spread in all Ten Direction meaning that good luck should favor us in every work we perform & we should get success in the same. Hence this Swastik is designed with an arm of seven square which is again an auspicious figure. In total, these four arms shows total pictures of 24 flowers & Plants.

### The Lower left hand side

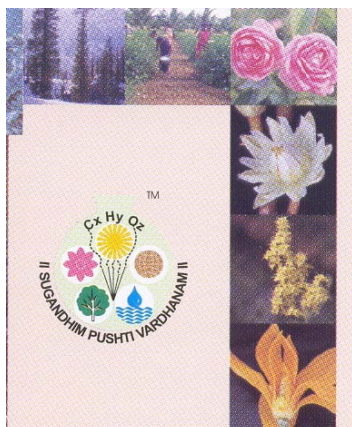


- 1) White lotus → Saraswati Kamal → Symbol of Knowledge
- 2) Blue lotus → Krishna Kamal → Symbol of Hard work
- 3) Pink lotus → Laxmi Kamal → Symbol of Wealth
- 4) Kadamba Flower : Its an unique flower. The dry flowers of Kadamba when sprinkled with little water gives nice fresh fruity fragrance. Similar fragrances are emitted by the flower each time when water is sprinkled on it.
- 5) Kewra : There are many articles written on Kewra. The Botanical name is *Pandanus tectorius*. It has a unique fragrance. Please refer <http://members.aol.com/parijata/kewda.html> for more details.
- 6) Lavender : Lavender itself is self explanatory. There are many articles published & lots of information is updated on internet. It is a very famous flower known to everyone.

### The Upper left hand side



- 7) Jasmine Sambac : The flower is still in bud form in right position with dew of morning time.
- 8) St. John's Wort : Botanical name is *Hypericum Perforatum*. It is known for its antidepressant property.
- 9) Eucalyptus : The Botanical name is *Eucalyptus Globulus*. Commonly known as NILGIRI KE TEL in India.
- 10) Mimosa Flower : Botanical name is *Acacia decurrens*. It grows wildly in the nature in the NILGIRI Forest of Southern Hills. The flowers are collected by sweeping on the floor which is covered by fallen Mimosa flowers. These flowers are extracted with Solven extraction & results in very interesting Resinoid which is used as a fixative in fragrances.
- 11) Helichrysum : A strongly aromatic herb, upto 60cm (24in) high with a much branched stem, woody at the base. The brightly coloured, daisy like flowers become dry as the plant matures yet retain their colour. Other than effective use in Aromatherapy, the oil is used as a fixative and fragrance component in soaps, cosmetics & perfumes.
- 12) Basil : The botanical name is *Ocimum Basilicum*. It is a very fragranted plant used since ancient times for healing purpose. It is part of each house in India & worshiped as like a God. In flavour & fragrance industry, it is effectively used.



13) Cedarwood : The botanical name is Cedrus Deodara found in Himalayan regions at high altitude. It is very similar to Sandalwood Oil (if the oil is extracted properly) & used as a base for woody note in many flavour & fragrance industry. Other than this, it has many therapeutic properties.

14) Rose Plantation/ Plucking : The picture is taken in Himalayan region when the flowers were hand plucked for distillation.

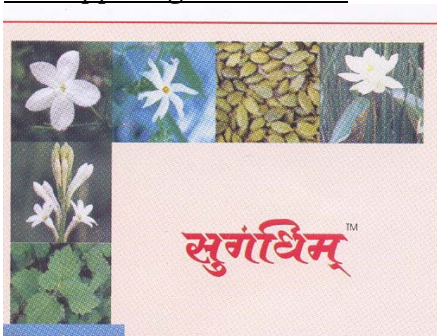
15) Rose : Picture of Rosa Damascena.

16) Bakul : It is also known as Bakul (Moulshri)/ Spanish Cherry. The botanical name is Mimusops elengi. Please refer <http://members.aol.com/parijata/bakula.html> for more details.

17) Hina : Botanical name : Lawsonia inermis, It is used in pre mature graying of hair. Henna is widely used for drawing tatoos, arts and designs. Leaves are useful in wounds ulcers strangury cough, bronchitis, dysentery etc. The fruit is thought to have emmenagogue properties. The leaves and the bark are used in herbal preparations. Henna is traditionally used as a hair dye and temporary skin dye in India, Pakistan and North Africa, and in expatriate Indian and Pakistani communities. As well as adding a deep red tint to the hair, henna improves the condition and shine of the hair. As a skin dye, it produces a dark brown stain which lasts for about a week. Henna is predominantly used by women in these cultures to create traditional hand and foot decorations known as *mehandi*.

18) Champa Flower : Botanical name is Michelia Champaka. This flower is dear to Lord Shiva as per Indian mythology. It has a very nice fragrance. Please refer <http://members.aol.com/parijata/champa.html> for more details.

#### The Upper right hand side



19) Patchouli : Botanical name is Pogostemon cablin. A perennial bushy herb up to 1m (3Ft) high with a sturdy, hairy stem, large, fragrant, furry leaves and white flowers tinged with purple. Leaves are very much fragrant & yields around 3-3.5 % of Oil.

20) Tuberose : Botanical name is Polianthes tuberosa, also known as Rajnigandha in India. A tender, tall, slim, perennial up to 50cm (20in) high, with long slender leaves, a tuberous root & large, very fragrant white lily like flowers. The flowers are used for making garlands for offering the same to God. Used in high class perfumes, especially of an oriental, floral or fantasy type. Occasionally used for flavouring confectionary and some beverages.

21) Jasmine Grandiflorum : Flower of Jasmine Grandiflorum. Very fragrant flower & has many therapeutic properties.

22) Parijata : Botanical name is Nycanthus arbortristis. Also called as Shaifali/ Night Jasmine. The flowers are collected by sweeping on the floor which is covered with fallen flowers. Please refer <http://members.aol.com/parijata/parijata.html> for more details.

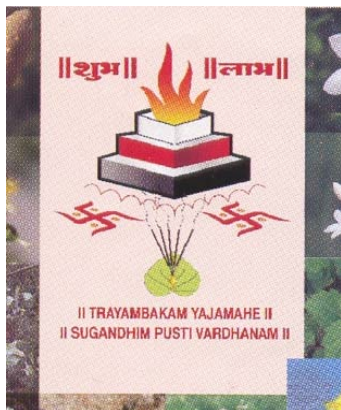
23) Cardamom : Picture of dried Cardamom. Known spice of India mostly grown in the southern part of India. Used in perfumery & also in food beverages.

24) White Lotus in Mud : Saraswati Kamal in Pond. Diagonally opposite side of this SWASTIK starts with WHITE LOTUS & the other end here ends with WHITE LOTUS but in mud.

This covers the description of four arms of the Swastik. Regarding the others, kindly note the same as follows :-



**LORD DHANWANTARI** : This is photograph of Lord Dhanwantari with NECTOR POT in his hand. In Hindu mythology the churning of the sea was done by angels and devils. Among the 9 jewels which came out of the sea, one was pot of "Nector". Lord Dhanvantri was holding this pot in his hand. After drinking this Nector angels became immortal.



HAWAN KUND : Yagna were part of life of ancient India. They were performed by burning natural herbs in fire place (Hawan Kund) which has three steps.

1)Bottom-largest step, black in color →BAD ELEMENT OF LIFE →TAMO-GUN

2)Middle step-red in color → PARTIAL IMPROVED LEFE →RAJO-GUN

3)Top step-white in color →PURIFIED LIFE →SATO-GUN

Incense are miniature form of Yagna made for convenience of modern time. Basic ingredients comes from nature. Basic aim is to purify atmosphere by emerging fumes. It helps in improving health and keep ecological balance. Holistic aim is to send fragrant message to god by upward moving fumes to heaven.



**SUGANDHIM** : It denotes how SUGANDHIM is written in SANSKRIT Font (Indian Vedic Language). The another is written in English but adopting the same SANSKRIT Style.



**LOGO OF SUGANDHIM** : This is our Logo of SUGANDHIM. Basic aim is to compare this with NECTOR POT in hand of Lord Dhanwantari. We at **Sugandhim** consider the pot of Nector as a blend of various “Essential Oils” and “Herbal extract”. The Hindi translation for God is Bhagvan. If you dissect this word you get Bh (Bhumi) which means earth. Ga (Gagan) means sky , va means Vayu means air, n (neer) which means water. Basic Elements of NECTOR POT are as follows :-

- 1)BHUMI = EARTH = C
- 2)AGNI = FIRE =SUN = ENERGY
- 3)GAGAN = SKY =ETHER =H
- 4)AIR =OXYGEN =O
- 5)NIR = WATER = H<sub>2</sub>O

**RESULT = TREE → FRAGRANT FLOWER**