

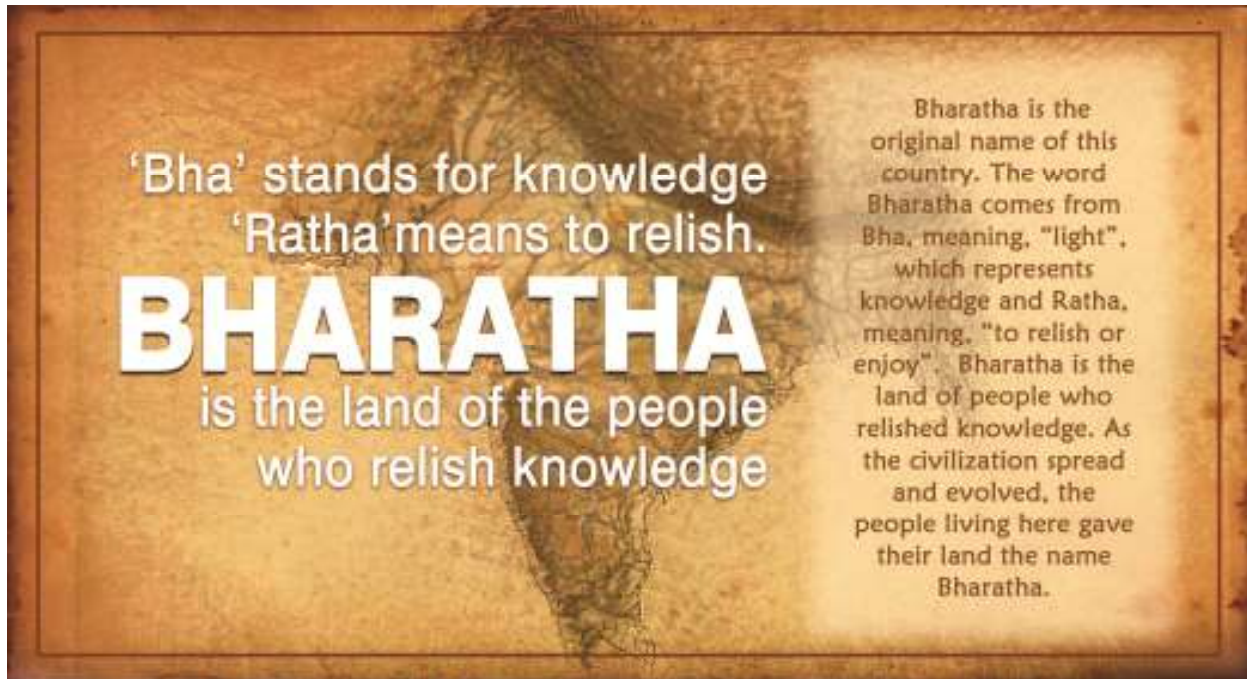


## Brand Bharat

*D.K.Hari & D.K.Hema Hari, Founders, Bharath Gyan – Art of Living*

### **Bharatha – A land of people who relish knowledge**

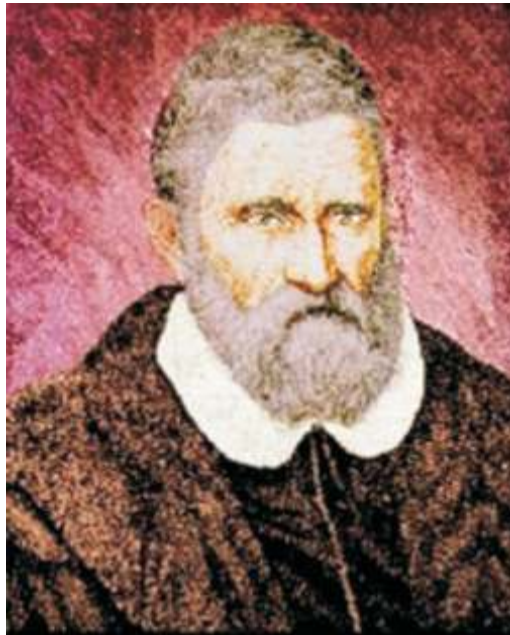
India had a pride of place in the ancient and medieval world. This land was called Bharatha, *Bha* meaning light and *Ratha* meaning 'to relish'. Bharatha was the land of people who relished knowledge.



### **Indian Prosperity**

The Indian literature, right from the *Veda*, to the Tamil *Sangam* literature, speak of India as a land of prosperity. These bodies of literature describe a civilization that was prosperous. They present a picture of a society that was rich in material, cultural and spiritual wealth. The economy of the land was thriving. There was wide spread trade. Arts and culture were patronized and well established.

The testimony to this prosperity is given by Marco Polo, a Venetian visitor to India in 1290 CE. He describes India in his writings as “*the most prosperous of all, in the world he had seen.*”



Marco Polo

What gave India such a Brand Image of the most prosperous land, a *sona ki chidiya*?

Some are brands of goods that went from India, world over.

Some are brands of thoughts and practices, with roots in India.

Some are brands created by the image of India, for the world.

These brands of yore created openings, not just in the field of trade but also in the very spread of thought and thought process. This is something that India can be rightfully proud of.

For, it is thought process that shapes the evolution of thought, sciences, practices and lifestyle, which in turn, have a bearing on the pace of evolution of mankind.

If there are a few civilizations or nations that can proudly say that it has offered something to the evolution of the thought process of humanity, then the Indian civilization does earn a pride of place, perhaps right on top.

## Roots In India

The major aspects that make a prosperous civilization such as Education, Maths, Sciences, Languages, Music and Lifestyle, had their roots in India. They went on to create the Brand Bharat in the eyes of the world.

## Signs of Brand Bharat

Some of the other signs of Bharat which became a brand, include

1. Plentiful and Varieties of Food
2. Abundance of Water and Water Harnessing
3. Ganga
4. Knowledge
5. Kama Sutra
6. Yoga
7. Sports - Chess, Polo, Snooker, Badminton,

to list just a few.

## Trading Giant

India was a leader in trade, having 25 % to 30 % share in World Trade in Ancient and Medieval times all the way upto 1800s.

**India had a share of 25% in world trade before the British rule.**

India had the highest share in world trade before the British Rule. All the large scale industries like mining, metallurgy, textiles, arts and crafts flourished equally well in this country and boosted its trade to such an extent that India held about 1/4th of World GDP. This is substantiated by the records of some of the travelers to India as well as by economists.

- India had the highest share of the world's GDP at close to 25% from 1 CE all the way through the next two millennia upto 1700 CE.
- All the industries of those days such as mining, metallurgy, textiles, arts and crafts flourished equally well, making India a World power.
- Indian Navigation System was the best in the world and was the backbone of trade.



### Made in India - The Big Five

India had many produces to its credit that made it an economic powerhouse. The 5 main products that were manufactured in India were Iron and Steel, Zinc, Cotton, Indigo, Sugar and Spice.



## The Five Ts – The Principles

They were able to sustain the brands, through many centuries and millennia, with the diligent practice of the 5Ts.

T	Principles
Tradition	Understanding and Following Tradition
Talent	Skilled along with Quest and Innovation
Technology	Producing but Sustaining Nature
Trade	Trading, but not for Greed
Truth	Living with Truth – The Cosmic Principle, <i>Dharma</i>

## Lost to Plunder

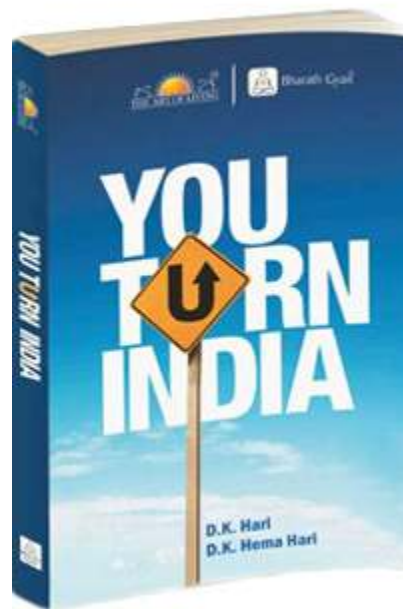
Unfortunately, India lost its prosperity to wave after wave of plunder, first from near west and later from the far west in the name of colonisation, which destroyed Brand Bharat.

But all is not lost.

India may have lost a lot of wealth she had generated. But she has not lost the grace of Nature that can help her build similar wealth in no time, the way the earlier generations had done.

All India needs, is to understand her strengths and deploy them suitably.

More on Prosperity, Plunder and Rejuvenation of India, in our book 'You Turn India'.



## Bharath Gyan

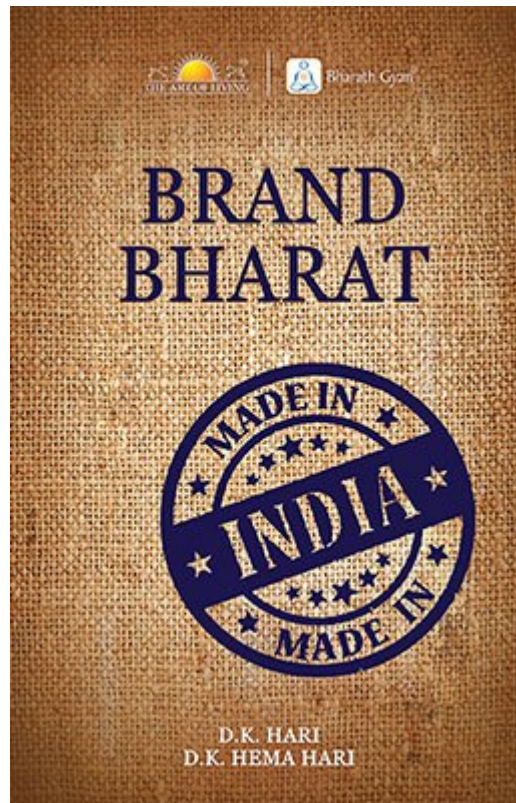
Bharath Gyan is an endeavour to bridge the old and the new worlds through knowledge from the past, for the present and future.

Founded by the couple, D.K.Hari and D.K.Hema Hari and disseminated by The Art of Living of H.H.Sri Sri Ravi Shankar, Bharath Gyan is 15 years of compilation of the knowledge and ethos of India from an interdisciplinary and wholistic perspective.

“Brand Bharat”, as conceptualized by the Hari couple, paints the true picture of India and the pride of place India held among the comity of civilizations. It delves into the brands that had kept it so, for millennium after millennium.

Brand Bharat leaves us with a new image of India, a new outlook on prosperity and a new sense of pride at being an Indian.

More, in our work, ‘Brand Bharat’ from the ‘Autobiography of India’ series.



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