



# THE DECLUTTERING SPECIALISTS OF G TOWN

Did you ever imagine that your disorganised cupboard or book shelf could actually be blocking energy flow in your house? SUBURB finds out how....

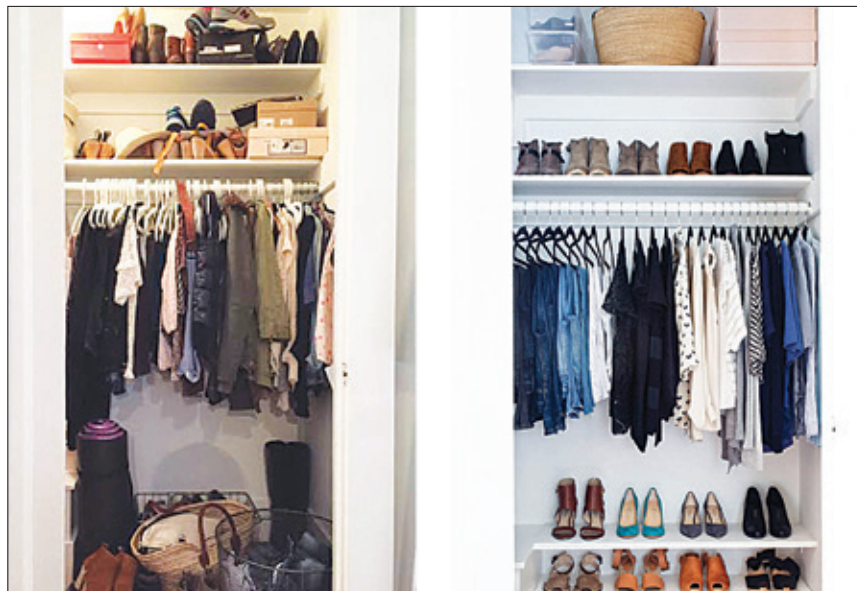
**Uttara J Malhotra**

**A**vantika Malhotra is a brand manager and intellectual property rights professional. She felt the need to declutter her house, "I had understood over a period of time that I need to get rid of stuff. It was making my premises look very heavy. I also acknowledged the fact that it was not going to be easy to get rid of things all over the house." So she got hold of Gurgaon's own Declutter Specialists.

Cluttered private space is a common issue in urban living today. Be it your wardrobe, your kitchen, your bookshelves or the house in general. There is a lot out there in your personal space, that you could do away with. Do you want to know why?

Because experts like Gayatri Gandhi and Neetika Pahwa who are the new-age Gurgaon based declutter consultants at the JoyFactory at DLF Phase-I explain, "Clutter blocks your energies and creates ailments like stress and anxiety. Many people don't even realise it but things which we have not used in a long time, creates a sense of stagnation around us."

The vibrant sounding and confident interior designer turned declutter



**In a study published in 2011, researchers at the Princeton University Neuroscience Institute discovered that in fact, cluttered environments restricts a person's ability to focus, the brain's ability to process information, and makes one distracted.**

specialist at South City- 1, Shivani Gulati says, "Space organising and re-designing is a new concept in India. But people are gradually accepting and appreciating that this is a skill and art that needs to be outsourced. We can blame this to our desire of hoarding and collecting, without much thought to where to find the space to make it fit."

Gulati believes in 'mindful consumerism' where "I encourage

my clients to change their buying patterns and do away with temptation to buy, at impulse. Such a tendency invariably, leads to cluttered personal living spaces. Also, they give out a bad message to the young around you, who get influenced with materialism." Gulati's efforts are focused to encourage people to recycle and not add to the landfills.

Most of the material she helps people do away with, is consumed amicably by Goonj NGO. Joy Factory as well is out with the mission to ensure "people are creating abundance of goodness and



joy around them.” Their working philosophy is based on world renowned Tidying Guru “KonMari” Kondo’s Spark Joy method, where she teaches ‘a way of life and a state of mind that encourages cherishing the things that spark joy in people’s lives’. Her method encourages Indian declutter organisers to completely, methodically and lovingly in no more than six monthsorganise people’s lives.

### PROFESSIONAL TOUCH

The whole process starts with a either a consulting session or even online sessions with the client. “Depending on what the client’s requirement is, we take anywhere from a day to a few months for reorganising their spaces. This totally depends from case-to-case basis,” adds Gandhi.

The KonMari Method really helps you professionally ‘spark up your life with joy.’ So Joy Factory use her method



where instead of decluttering room by room, they tackle belongings by subject, starting with what is easiest to part with. “So, all the clothes, then all the books, then documents, then miscellany and, last and most difficult, photos and mementos,” to ensure that one is not losing out on the sentimental part of our life. Instead of deciding what to get rid of, they say, “the focus should be on what to keep: which few things spark sufficient joy or are truly necessary.”

Nithya Shanti, an internationally respected spiritual teacher got his space decluttered by minimize-to-maximize. He shared that, “from a spiritual perspective, how we do anything says a lot about how we do everything. So a cleaner, more purposeful space leads to a calmer, more meaningful life. After my decluttering exercise, I felt light, energised and focused.”

### PREVENTING CLUTTER

So how can we resist the temptation to clutter? To start with, we should first ‘overcome the temptation to hoard is to practice minimalism regularly.’ Psychologist and researches believe that those who practice minimalism are known to get a lot done in very little time. This happens because one is able to do keep track and prioritise. Another key tip is regularly maintaining a cleaning and clearing schedule. While people living in western countries are well-acquainted with spring cleaning, in India, Diwali cleaning is popular. **S**

## INTROSPECT, TIDY, REPEAT

**To experience the KonMari magic, read *The Life-Changing Magic of Tidying Up, Spark Joy, and The Life-Changing Manga of Tidying Up*. You can even download the official KonMari app to track your tidying progress and connect with your peers. Once you have completed tidying your home, you can qualify to actually become a certified KonMari Consultant to spread the magic yourself.**