

## **As Earth Day nears, discover what protecting oceans and our natural resources looks like in the next session of AVID Online**

*For Immediate Release*

Oceans are a crucial form of our planet's ecosystem and yet they have been out of mind and out of sight. United Nations mentions that over three billion people depend on marine and coastal resources for their livelihoods. Both the oceans and marine resources are thus critical to human welfare, food security and provide an essential buffer to the decline of biodiversity and the global climate crisis.

At Avid Learning we have constantly aimed to help build an agency for change, educate our audiences and highlight the importance of marine ecosystems and their sustainability as a global priority. In 2021, Avid Learning traversed the depths of the ocean to spread awareness about coral reefs. Coral Woman, a children's illustrated and educational book to instil pride and awareness in our future leaders and custodians, was launched.

Now, **SDA Bocconi Asia Centre** and **Avid Learning** present yet another virtual live panel discussion under its acclaimed series - **Sustainability NOW: Anchoring the Blue Economy**, where the need for sustainable practices in the ocean economy and the challenges of its implementation around the globe will be discussed. The discussion will also explore the way forward paved by Indian policymakers.

Here, *PhD researcher at QMUL; former campaign leader, Sea Shepherd Global* **Siddharth Chakravarty**, *Managing Director, Science & Conservation at Soneva, Maldives*, **Dr. Bart Knols**, *Conservationist & Founder, Terra Conscious* **Puja Mitra**, *Researcher, Department of Management-Università Bocconi and teaches Sustainability at SDA Bocconi School of Management* **Stefano Pogutz**, will be in conversation with *Founder, Promoter and CEO of Smaart Water*, **Ravi Mariwala**.

*Please read on for more details:*

The esteemed speakers will unpack the concept of the Blue Economy and present its features - from fisheries and aquaculture to renewable energy, to touristic activities and biotechnology. Highlighting the current practices of ocean sustainability, they will discuss the changes we must undertake as an individual and at a collective level to sustain our marine resources.

The discussion will address questions from – the global best practices, government frameworks for effective resource management and how the blue economy in India is fostered to safeguard ocean health.

This discussion will dive deep to unravel the mysteries of the blue economy and the way individuals, organisations and nations are stepping up to safeguard our natural resources.

**Read more about the Series below:**


Sustainability NOW is a thematized and targeted series of discussions, online episodes, masterclasses and more that aim to convert audiences into changemakers and active catalysts and custodians for a greener future. Speakers include artists, designers, material researchers, chefs, architects, creative entrepreneurs, policymakers, environmentalists, urban planners, educators, scientists, social media influencers, philanthropists, scholars, technologists, business leaders, museologists and many more voices. Previous editions of the series have covered topics such as architecture and urbanism, emerging trends in the fashion industry, the future of food and conscious consumption, materiality, technology, eco-tourism and sustainable heritage. For more information on the series please visit our website [www.sustainabilitynow.com](http://www.sustainabilitynow.com) that is focussed on bringing conversations around Sustainability.

Tune into this conversation to delve into the hurdles of the blue economy development and learn more about the different frameworks that will ensure ocean sustainability.

**When:** Thursday, 21st April 2022 | 6:30 PM to 7:00 PM IST

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*Because there will be no Green without Blue.*

Oceans form a necessary component of our planet's ecosystem and are a source of life and livelihood for millions around the world. However, they are bearing the brunt of regional mismanagement, increasing urbanisation, global climate change, threatening policies, pollution, overfishing, increasing demand vis-a-vis depletion of resources. They have been out of sight and out of mind, for quite a long time. To shed light on practices of ocean sustainability, **SDA Bocconi Asia Centre** and **AVID Learning** bring to you an exciting live virtual panel discussion. Our esteemed panelists will discuss the need for sustainable practices in the ocean economy, the challenges of its implementation around the globe and the way forward paved by Indian policymakers.


Tune into this conversation that will dive deep to unravel the mysteries of the blue economy and the way individuals, organisations and nations are stepping up to safeguard our natural resources.



**#AVIDONLINE LIVE**

				
PhD researcher at QMUL; former campaign leader, Sea Shepherd Global <b>Siddharth Chakravarty</b>	Managing Director, Science & Conservation at Soneva, Maldives <b>Dr. Bart Knols</b>	Conservationist & Founder, Terra Conscious <b>Puja Mitra</b>	Professor of corporate sustainability & Full time MBA Director, SDA Bocconi School of Management <b>Stefano Pogutz</b>	Founder, Promoter & CEO, Smaart Water <b>Ravi Mariwala</b>

**MODERATOR**

DATE: **THURSDAY, 21 APRIL '22**  
TIME: **6:00 PM - 7:30 PM (IST)**  
RSVP: [www.avidlearning.in](http://www.avidlearning.in)



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To know more about programs under this series, please check our website : [www.sustainabilitynow.in](http://www.sustainabilitynow.in)

The sessions are archived on our dedicated YouTube Playlist on popular demand: <https://www.youtube.com/playlist?list=PLYt7Q44R5xkefQZxwFkc2Z9bV3TbLFOMT>

**Bart Knols** is a medical entomologist with a PhD from Wageningen University, where he started as a first-year biology student in 1983. He was offered a chance to work in a Maasai community on the Kenya-Tanzania border to develop low-cost, odour-baited traps to control tsetse flies. What followed 11 years of working and living in east and southern Africa was a PhD on the behavioural ecology of African malaria mosquitoes. He has worked for the International Centre of Insect Physiology and Ecology (ICIPE), in Nairobi, setting up its malaria vector programme. Bart headed up the malaria programme on Lake Victoria and became the manager of ICIPE's field station. In 2003, he was offered a research position with the UN's International Atomic Energy Agency (IAEA) in Vienna and Seibersdorf, to work on the development of the Sterile Insect Technique (SIT) for malaria mosquitoes. He is a co-laureate of the Nobel Peace Prize (2005) and obtained an Ig Nobel Prize at Harvard University in 2006. He was also awarded the Eijkman medal, the highest award in the field of tropical medicine and international health in the Netherlands, in 2007. He has published more than 140 scientific articles, 19 book chapters and (co-)edited four books. In recent years, Bart served as principal investigator on a 5.2 million Euro grant from the EU and subsequently as co-Principal Investigator on a USD 10.2 million grant from the Bill and Melinda Gates Foundation.

**Siddharth Chakravarty** has spent his entire adult life working with the oceans in various capacities; he has worked on merchant ships, been at the frontline of conservation, investigated human rights abuses in the fishing industry, and researched on various aspects related to ocean-based livelihoods and development. He's currently in London pursuing a PhD that maps the social and economic sustainability of India's seafood production.

**Puja Mitra** is a conservation - social entrepreneur with an MSc in Biodiversity, Conservation & Management from the University of Oxford and is a Commonwealth Scholar (2008-09). She is the recipient of the Sanctuary Nature Foundation - Wildlife Service Award (2018) and currently lives and works in Goa, as Founder - Director of Terra Conscious, a conservation oriented social enterprise focusing on responsible travel and marine conservation outreach. Since its inception in 2017, Terra Conscious has been awarded as 'Runners Up' in the category of 'Best Wildlife & Tourism Initiative' by the prestigious TOFTigers Awards and featured in media platforms such as the BBC, Nat Geo Traveller, Conde Nast Traveller, The Better India, Outlook Traveller and others.

**Stefano Pogutz** is the Full Time MBA Director and Professor of Corporate Sustainability at SDA Bocconi School of Management. He is Internal Fellow at the Sustainability Lab, SDA Bocconi School of Management and Research Fellow and he is part of the Department of Management and Technology, Università Bocconi. Since 2012, he is a member of the Sustainability Committee of Università Bocconi. Since 2019, he is the Head of Vertical on Sustainability, at Bocconi for Innovation (B4I), the university hub for preacceleration, acceleration of startups and corporate entrepreneurship. He has been the founder and the Director (2008-2012) of the Bocconi University Specialized Master in Green Management, Energy and CSR. His research interests and expertise are in corporate sustainability, environmental management, corporate social responsibility, technology and innovation management. He is currently focusing on sustainable and circular business models and sustainable blue economy. His research has been published in several books and international peer-reviewed journals. He has a broad international teaching experience at Graduate, MBA and Executive levels including ESADE Barcelona; St. Gallen University; Imperial College, London; Peter B. Gustavson School of Business, University of Victoria, Canada; Rochester Institute of Technology, NY, US. He has been visiting professor at ESADE and University of Victoria. He is the chair of the One Ocean Foundation Scientific Committee. He serves as member of the Board and Advisory Board in companies and investment funds in Italy and abroad. Stefano earned a Degree in Business Administration from Bocconi University and a PhD in International Management - Innovation, Services and Sustainability, from the Scuola Superiore Sant'Anna, Pisa.

For **Ravi Mariwala**, life is another great adventure to embark on. He is the Founder, Promoter and CEO of *Smaart Water*, a company that provides affordable, integrated and holistic water solutions for industrial, institutional, residential, commercial and community markets in Rural and Urban India. He has started the company with a vision of providing *Sustainable and Abundant Water* to everyone. In the process, he has developed more than 10 technologies, 25+ products and five services packages that are commercialized.

He has set up more than 10 million litres per year Rain Harvesting system and more than 450 installations in the water sustainability space.

Ravi holds a Ph.D. in Chemical Engineering from the University of Delaware with 5 patents and 17 publications in international peer-reviewed Journals. He has more than 25 years of experience in chemical and allied process industries in various capacities, including projects funded by Dupont, Air Products, Rohm & Haas and US Govt. through TDA Research, Colorado.

Dr. Mariwala has presented his vision for water at Stanford University (<https://www.youtube.com/watch?v=l8o65nBXCEo>)

Ravi is a promoter of Marico, Kaya and promoter and Director of Eternis Fine Chemicals, an adjunct faculty at the Institute of Chemical Technology, Mumbai, member of the research council of CSMCRI-Bhavnagar a Govt. of India CSIR laboratory and one of the founding members of Tech & Innovation Advisor Group of Centre for Human Rights and International Justice at the Stanford University.