

A Panel Discussion on how Clean Technology and Sustainable Innovation can help Build a Greener Tomorrow

“The future is green energy, sustainability, renewable energy.”

- Arnold Schwarzenegger

For Immediate Release

As climate activism gains credence, visibility and traction how can technology help our world create (or recreate) for the future?

Societies, communities and economies today need to abandon an ‘extractivist’ and exploitative framework of functioning and instead embrace a regenerative one.

Technology is key in ensuring a greener future. Industries and individuals alike need to innovate and leverage the power of tech to ensure this. How can the creative industries deploy innovative technologies and even revive and return to old modes to realise a hybrid model of greener living, production and consumption?

The description of the discussion is as below:

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSMVS) and **Avid Learning** present **Sustainability NOW: Technology for Greener Living**, a panel discussion uncovering the systems and practices adopted by professionals in the industry that are carving out pathways to a more sustainable future and current reality. This discussion is part of our ongoing series- Sustainability NOW that is thematised and targeted to convert audiences into changemakers and active catalysts and custodians of a greener future.

Co-Founder and Managing Director, APRO Greentech **Abhijeet Sirkar**, *Founder, Karo Sambhav* **Pranshu Singhal** and *Co-Founder and Managing Director of STEP* **Jyoti Palekar** will be in conversation with *Founder and Creative Director, bRnd Studio* **Sudhir Bhatia** to discuss new investigations and explorations, creative innovations and evolved and emerging tech for sustainable growth.

These experts and pioneers will discuss topics ranging from effective e-waste and urban waste management, renewable energy innovations and implementations like solar and wind power as well as food preservation & processing and innovations for farming and agriculture.

In a developing country like India, how can sustainable development be kept on track and enhanced with the help of the creative industries especially design thinkers? Whether it be through the effective management of natural resources, upcycling and waste management, innovative solutions for clean energy, solar electricity, circular design etc. across other industries that impact environment or create and spread awareness within businesses, government decision makers and other impactful agencies- creativity and cultural norms are now more important than ever.

Read more about the Series below:

Sustainability NOW is a thematised and targeted series of discussions, videos, masterclasses and more--- that aim to convert audiences into change makers 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 and many more voices. Within this series, the panel discussions will cover topics such as architecture and urbanism, emerging trends in the fashion industry, the future of food and conscious consumption, and technological innovations all in the context of sustainable practices and philosophies.

Join us to learn about how sustainability can be achieved through evolving mindsets and patterns of creation and consumption by implementing technologies and resourceful new solutions.

When – Thursday, 6th August 2020 | 6:00 PM – 7:30 PM

RSVP – www.avidlearning.in/ ; prior registration required

Format - Live Session on Zoom

Press Email/ Call: Dhvani Vyas Rele on dhwani.avid@gmail.com / +919769877928

About the Speakers

Jyoti Palekar is an Alumni of IIT Bombay and holds a master's degree in Environmental Science & Engineering. She is sustainopreneurship practitioner, visiting faculty and trainer. Jyoti is co-founder & managing director of advisory and technical consultancy STEP Private Limited, and leads a team of specialist in environment management, sustainability and resource management. She is a lead auditor for Environment Management System and accredited professional for Global Reporting Initiatives (GRI) sustainability reporting. Multi-disciplinary and multi-sectoral assignments are her key strengths. With holistic viewpoint and strong commitment, she brings in sustainability, circularity and stakeholder partnership in her industrial environmental management and cleaner production assignments. As a part of her previous job profile she was nominated as a mentor for "Women in Business Program" and was also trainer for 'Culture of Caring' program for creating Incident free working environment'. Jyoti is avid traveller, wildlife enthusiast and loves natural history.

Abhijeet Sirkar is the Co-Founder and Managing Director of Apro GreenTech. An environmentalist by passion and qualification, Abhijeet has been fascinated by the beauty and tranquility of nature since a young age. Raised in the concrete jungles of Mumbai, Abhijeet realized the impact the environment has on our lives and why protecting it matters the most. This outlook formed the inspiration behind Apro GreenTech. Abhijeet heads Apro GreenTech and plays a vital role in preparing its programs while aiming to achieve a cleaner earth for our future. Apro Greentech provides complete greening solutions & execution. True to their tagline "Greening the Impossible". Apro Greentech provides products and solutions for multiple areas like renewable energy, harnessing wind energy, waste recycling & reusing, water cleaning & conservation & pollution control. Apro Greentech are constantly coming up with creative & innovative ways to a greener future.

Pranshu Singhal is the Founder of Karo Sambhav Pvt Ltd which started its operations in 2017. Karo Sambhav collaborates with producers and enables them to close their material loops by designing and implementing Extended Producer Responsibility (EPR) programmes. It is developing financially viable systemic solutions by

collaborating with disintegrated players across the e-waste value chain. Karo Sambhav started with a focus on e-waste and has now expanded into plastics waste management. Prior to Karo Sambhav, Pranshu was Director, Digital Learning Strategy in the Worldwide Education team of Microsoft for 3 years. He had worked with Nokia as Head, Sustainability for 11 years and was based in Finland, Singapore and India. He had worked with Nokia as Head, Sustainability for 11 years and was based in Finland, Singapore and India. He is an Aspen Fellow, an Ashoka Fellow, a Chevening Gurukul Fellow, and an Aspire Fellow. He has been a co-chair in the GAP action Network on Education for Sustainable Development of UNESCO. Pranshu has a Master's in Environmental Management and Policy from International Institute for Industrial Environmental Economics (IIIEE), Sweden.

Sudhir Bhatia is the Founder and Creative Director of bRnd Studio, a boutique design consultancy that applies an integrative thinking process towards the development of solutions that have an impact on people, environment and businesses. He leads a team of passionate, curious and skilled professionals from diverse backgrounds such as industrial and graphic design, research, character art, metallurgy and programming. After graduating in Mechanical Engineering and Fine Arts, University of Rochester, Sudhir studied Industrial Design at Pratt Institute, NY. Prior to consulting, he worked at Symbol Technologies Inc. for twelve years, eventually serving as a Director of Design. Sudhir has taught design at Pratt Institute, Syracuse University, Industrial Design Center, IIT Bombay, and Indian School of Design & Innovation, Parsons Mumbai. He regularly conducts workshops on Design Thinking at AVID Learning and other corporates and NGOs in India. He has served as a juror for the Consumer Electronic Show and the International Design Excellence Awards (IDEA). He holds 21 patents and has won multiple design awards including two silver IDEAs for Design Research and Consumer Electronics.

About Partners

Chhatrapati Shivaji Maharaj Vastu (CSMVS) is one of the premier art and history museums in India. Founded in the early 1900s, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya is a Grade I Heritage Building and part of the UNESCO world heritage precinct in Mumbai. Today, it projects itself as a Museum of Ideas for the future and brings to the fore histories and narratives from the past that promise to shape our future. Through a wide and dense network of educational programming, exhibitions and talks the Museum promotes a cross disciplinary and plural idea of the arts. It also aims at creating awareness and sensitivity towards our rich heritage through a visitor-friendly space for the purposes of education, study and enjoyment of the public. The Museum offers a perfect leisure day out for all its visitors where you can engage with a world-class art collection and participate in fun-n-learn activities. In 2019 it opened the new children's museum, a facility for young visitors that can help them think critically.

Avid Learning, the cultural philanthropy arm of the Essar Group founded in 2009 has, over the past decade, grown into one of Mumbai's leading public programming platforms and is firmly entrenched in the country's wider cultural ecosystem. Our thoughtfully curated and diverse events embrace the spirit of collaboration to bring together the best of Indian and international writers, artists, intellectuals, cultural experts, policymakers and industry leaders across Visual Art, Literature, Culture and Heritage, Education, Design & Technology and the Performing Arts through engaging and dynamic formats like panel discussions, workshops & master classes, roundtables, lecture demonstrations, festival platforms, symposiums & conferences, multidisciplinary performances and walkthroughs. To date, AVID has conducted over 1250 programs and connected with more than 150,000 individuals, a widely eclectic group of life-long learners including students, patrons, practitioners, influencers, thought leaders and cultural & creative enthusiasts in Mumbai, Delhi, Jaipur, Bangalore, Goa and

Gujarat. We have also made our mark internationally, with events and collaborations in Dubai and New York. We regularly collaborate and partner with institutions, organisations and initiatives like the National Gallery of Modern Art (NGMA), (CSMVS) Federation of Indian Chambers of Commerce and Industry (FICCI), one of the apex bodies that impact cultural policy and the creative sector as a whole. We have been at the helm of programming at the Royal Opera House, Mumbai India's only surviving Opera House since its reopening in 2016. We believe in the importance of arts for social change and we regularly offer our support and platforms for Social Advocacy. In April 2020, we launched **AVID Online**, an online further learning campaign on our social media platforms for our followers to engage with a range of varied topics across the breadth of the arts. Our eclectic faculty of experts, thought leaders, practitioners and innovators continue to share their learnings, expertise and knowledge on our social media platforms with tailored content featured weekly for AVID's online community and beyond. In collaboration with long-term and new partners, we have since dimensionalised the campaign by re-introducing our existing offline formats and IPs and enhancing them for digital engagement. We have taken our content live with engaging masterclasses and virtual panel discussions and also built robust tangential campaigns and series in support of worthy causes and highlighting topical issues. To keep updated on our programmes, like us on <https://www.facebook.com/avidlearning/>, follow us on <https://twitter.com/AvidLearning> and Instagram: @avidlearning or log onto <http://www.avidlearning.in> #LearningNeverStops!

Watch all past AVID Online episodes on our dedicated YouTube Playlist:

<https://www.youtube.com/playlist?list=PLYt7Q44R5xkd4dRefvV3nFloOHEePgLAZ>