



The Role of Pradip Burman in Tackling Environmental Issues



Mr [Pradip Burman](#), chairman of Dabur, Nepal, is a noteworthy leader, a sworn environmentalist and a devotee of sustainability. He has been the director of his ancestral company Dabur India and founded Ayurved, selling herbal products for animals. Looking up to social leaders and philanthropists all his childhood, he has imbibed an enthusiasm for environmental conservation. As he grows up, he lends his hand towards various social causes.

A mechanical engineer from the Massachusetts Institute of Technology, USA, [Pradip Burman](#) has been majorly curious about social work since his college days. He developed a sonic aid that benefits visually challenged people and locates the hindrances utilizing ultrasonic wave signals from the sonic machine.

Being the head of Dabur has stimulated him to select natural ingredients, i.e. Ayurveda medicine, to cure health issues like arthritis. He also focuses on the CSR activities of Dabur. He started a sustainable development community SUNDESH, where he worked for 25 years in villages to improve the life of the residents sustainably.

In one of his interviews, he says he has committed the rest of his life to preserve mother nature in all ways possible. In 2015, he launched a non-government organization called [Mobius Foundation](#), which focuses exclusively on protecting the environment through awareness campaigns. These campaigns educate citizens to adopt sustainable methods in daily life.

Mobius Foundation focuses on improving the technique of “reduce, reuse, and recycle” that will help in zero waste management. Other focus areas include developing education, renewable energy, curbing pollution and population stabilization. There are also three main initiatives by Mobius Foundation:

1. World Environment School (WESc): WESc is a green school constructed according to the sustainability guidelines and spreads across 100 acres of hills in Coorg. It's a primary school where the students are taught about practical experience in sustainability development.
1. Project Akar: Overpopulation affects sustainable guidelines and every other factor of environment preservation. Therefore, Project Akar aims to decrease the rate of births by educating about family planning and the benefits of using contraceptives.
1. Gyan Anant Vidyalay (GAV): GAV is a school introduced in backward rural areas and villages of India to educate youth about sustainable development and how to reduce the consequences of resource extinction in the future.

Environment protection through sustainability is not a one-person show. As citizens, we should come ahead and fruitfully lend our hands towards it. According to Mr [Pradip Burman](#)., “We are at war to save this planet, and we have lost a battle. We must win this war by acting in unison for the survival of future generations.”