

Pallav Das

Pallav Das has pursued a unique twin track career in environmental conservation and creative communications. As a conservation professional and activist, he has a proven track record in contributing to the preservation of threatened habitat areas in South Asia. Pallav has spent years exploring the Himalayan wilderness, researching and writing on the ecology of wetlands and alpine areas, building grass-roots networks to promote sustainable environmental policies, and analyzing and advocating public policies for biodiversity and habitat conservation.



As a communications expert, Pallav has designed and launched innovative campaigns, produced incisive documentaries, developed communications strategies for clients, founded and led both private and non-profit organizations and has managed both large and small teams of professionals.

Pallav's involvement with environmental campaigns goes back to the late seventies when, as a teenager, he co-founded one of the first environmental action groups in India, called Kalpavriksh (www.kalpavriksh.org). The group was formed as the culmination of a local protest movement against an illegal development project in a forest reserve area in Delhi, India being undertaken by the local municipality. In the early years of Kalpavriksh, Pallav worked with and was influenced by the 'Chipko Andolan,' a non-violent and highly successful grass-roots movement acting to prevent large-scale logging and desertification in the Himalayas.

The Chipko movement helped establish a conservation model that recognized the necessity of safeguarding the livelihoods of the region's indigenous people for effectively protecting habitat areas. As a member of a joint Indo-US expedition in search of the Snow Leopard in 1985-86, Pallav used the 'Chipko' model to analyze land use and local conservation practices in the western Himalayas. His work ultimately contributed to the creation of several new protected areas focused on high altitude wildlife in the western Himalayas.

Pallav has also researched and written technical papers on iconic species like the Snow Leopard and the Siberian Crane, connecting the need for their conservation to the larger debate on habitat conservation in the Himalayas and in the world's rapidly shrinking wetlands. He has worked closely with Dr. George Archibald, founder of the International Crane Foundation in promoting the conservation of Indian wetlands.

Lately, Pallav has focused on understanding the impact of climate change and the contemporary paradigm for energy production in the developing world. He is particularly interested in exploring ways in which the promotion of renewable energy sources in low income urban and rural areas could lead to a significant decrease in

carbon emissions while providing long term economic and energy benefits. As a student of politics and social-anthropology Pallav wants to help build a productive space at the confluence of ecology, politics and energy to discuss and craft creative and sustainable solutions for the future.

As a communications professional Pallav has provided strategic communications consulting services to various international organizations like UNICEF, USAID, UNIFEM and UNAIDS. His services have included research, analysis, writing, campaign development, documentary film production, advertising, and the production of audio-visual tools and print publications.

Pallav has documented some of India's most pressing development challenges through his film work, including insightful films on violence against women and the threat of HIV/AIDS among street children. He has substantial experience engaging print and broadcast media for development and dissemination of meaningful and targeted messages. He has served as an executive and manager, managing a fortnightly TV news magazine for a major media outlet in India, as well as his own consulting firm. Pallav is also the co-author of a book on trekking in the Himalayas, which grew out of his own intimate experience exploring this great mountain chain.

Pallav grew up in a politically active family in the Indian capital of New Delhi. He currently resides in the Washington, DC area with his wife and son. He holds an M.A and a B.A from Delhi University. He also has a Professional Certificate in 'Sustainable Energy Conversion and Storage' from Stanford University and certificates in Direction and Digital Video Editing from the Corcoran College of Art, Washington, D.C.