

## Bio Profile – C B Ramkumar

CB Ramkumar is an author, speaker, trainer, consultant and an entrepreneur.

Ram describes himself as a '*passional*'. This is a new term he created to describe people like himself, people who have no professional qualifications or relevant experience but have become experts in a sector. *Passionals* create new concepts not based on the foundation of a professional qualification or years of work experience, but on the foundation of their passion.

Ram had been an advertising and marketing professional for two decades. His long career in the advertising & marketing took him to global companies like Saatchi & Saatchi, Ogilvy & Mather, Publicis and Standard Chartered Bank. He has spent most of his professional career outside India in the Middle East. Ram was a Shopper Marketing specialist with the Saatchi & Saatchi X team.

In 2006 Ram came back and founded Our Native Village ([www.OurNativeVillage.com](http://www.OurNativeVillage.com)), an eco resort just outside Bangalore, in South India. He returned after a 17 year stint outside India to follow his dream and passion. Ram had been researching aspects of sustainability for more than a decade before starting Our Native Village.

Ram's childhood memories of growing up in a household, where thrift and prudence were every day principles, were rekindled when he observed some heart wrenching aspects of 'man made poverty' amongst farmers in his neighbourhood. While the urban world was known to have little respect for environmental issues, Ram realised that rural India had been stripped of its inherent knowledge of how to harness nature, and made to rely on undependable promises of resources.

With no background in sustainability, Ram's dream of developing a fully sustainable living model was put to test with Our Native Village. In a world filled with good intent, great ideas and eager consultants, the attempt at total sustainability in Our Native Village was recognised at the time of its inception, as the only commercial working model of sustainability.

Our Native Village has since been recognised with global and national awards, and was featured in many of the world press including Asia Geographic magazine, MSN, India Today, Outlook traveller and BBC.

Ram has been involved in events that have had a lasting impact on him and those around him. In 1995 Ram cycled across Lebanon raising money for 2 children's charities in Beirut and Dubai. Following this, he cycled close to 4,000Kms across India from Jammu to Kanyakumari in the year 2000, raising money for the Neelbagh School, run by the Aashraya Trust. Ram and his wife had also started the Fertility Support Group and an informal Adoption Support Group when they lived in Dubai, and ran it for a decade.

Ram is a trained 'Climate Leader' after undergoing a three day training programme by the Former Vice President of the US, Mr. Al Gore. Ram is just completing his book 'Green Dreams' ([www.GreenDreamsBook.com](http://www.GreenDreamsBook.com)) on sustainability and is a regular speaker at sustainability conferences and seminars. He also spends a lot of time spreading the values of sustainability to students, the corporate world and to all those around him. Ram now lives in Bangalore with his wife Lalitha and kids, Aakanksha and Akshay.