

Body of work

Trick yourself into working out harder

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'Steps today can make a difference tomorrow'

At 76, Pradip Burman is an entrepreneur who takes the environment and philanthropy very seriously. He shares what makes him go on

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Born in a family of innovators and philanthropists, Pradip Burman, the great grandson of Dabur founder Dr BK Burman, embodies the same qualities.

Burman is currently the chairman of Sanat Products Ltd, an emerging innovation-driven pharmaceutical company. Established in 1984, it manufactures and markets nutraceuticals, cosmeceuticals and herbal extracts.

He is also the founder chairman of Ayurvet Ltd and AGES Ltd. With many awards and honours in his name, Burman has made his mark not only in the corporate world, but also in philanthropy. He is the chairman of Mobius Foundation, a non-profit organisation working for education, sustainability and the protection of the environment.

In an interview, Burman spoke about matters close to his heart.

How do you feel being given the title of a sustainability crusader?
I am honoured to get this grand title and aspire to be deserving of it eventually.

You have been contributing a lot in terms of sustainability. What are the lifestyle changes you would like to see in your fight against climate change?

Climate change is mostly because of our consumption patterns and lifestyles. Population explosion is stretching the limited resources for health care. Non-renewable resources are getting depleted. The planet cannot support our current lifestyle.

We must concentrate on generating renewable energy, reducing carbon footprint, recycling products and using biodegradable plastic.

At 76, what still pushes you to do such great work?

Various philosophers have taught me a lot. Mahatma Gandhi's autobiography, *The Story Of My Experiments With Truth*, was a lesson for me — the



Pradip Burman

"Soon, we will finish earth's resources and our next generations will be left with nothing"

world has enough for its need but not for its greed. Another book, *Small is Beautiful*, says that the danger of you becoming big may end up destroying an entire planet, just to serve your greed. These are the thoughts that keep me going.

Despite your schedule, how do you manage your mental and physical health?

Earlier, I would get disturbed by various things. Then I attended a Vipassana meditation

course, which changed my outlook. Now, I can handle pressure with ease and have started seeing issues as a matter of course. I try to look at the problem as an opportunity for improvement. The course taught me to find future solutions, rather than worrying about past problems.

What thoughts would you like to share with the young generation of India?

It will be tough for me to put the message in one sentence, but the *Bhagavad Gita* says: "One should focus on their karma and not the results." If the efforts are honest, positive results are bound to come. Also, I feel that it is important for all of us to help others more.

What message would you like to give to society?

We must be aware of what lies ahead of us. Soon, we will finish earth's resources and our next generations will be left with nothing. We must understand that small steps taken today can make a big difference tomorrow.

How would you want your legacy to be remembered?

The legacy left behind should speak for itself. I have set up the Mobius Foundation, which works for sustainability, and, hopefully, it will carry on and add to existing world-renowned foundations. I hope the foundation will always carry on the objectives that are close to my heart.