

# The Greening of Business

## A chat with Dr Ashok Khosla

You are invited to attend a discussion on 'The Greening of Business' at the INSEAD Singapore Campus on Monday, April 21 from 12 to 2 pm. The event is being held in conjunction with the United Nations Environment Programme (UNEP) awards.

The last few years have seen many businesses embracing Environmental Sustainability as a core value. Dr Khosla, a founder of the modern environmental movement, will share his thoughts on this recent trend and attempt to answer this fundamental question: **Can profit and sustainability go hand in hand?**

Please join us.

**Day:** Monday, 21 April 2008

**Time:** 12 pm to 2 pm

**Where:** INSEAD Singapore Campus, 1 Ayer Rajah Avenue

**RSVP:** [CLUB-ENERGY.SG@insead.edu](mailto:CLUB-ENERGY.SG@insead.edu) by 18 April

### Agenda

12 pm - 12:15 pm – Registration

12:15 pm - 1:00 pm – 'The Greening of Business: a chat with Dr Ashok Khosla' moderated by Professor Narayan Pant, INSEAD Affiliate professor of Strategy and Dean of Executive Education

1:00 pm – 1:30 pm – Question and Answer

1:30 – 2 pm – Networking

### About Dr. Khosla



Ashok Khosla is one of world's leading experts on the environment and sustainable development. A former director of the United Nations Environment Programme, he was awarded the 2002 Sasakawa Environment Prize - "the Nobel Prize of the environment world" - and has been named in the UNEP's Global 500 Roll of Honour.

Born in Kashmir in 1940, the son of a university professor and a college lecturer, Khosla gained a masters degree in natural sciences from Cambridge University before going on to do a PhD in experimental physics at Harvard.

After a period teaching in the United States - he was part of the team that designed and taught Harvard's inaugural undergraduate course on the environment - he returned to his native India where he became the founding director of the Indian government's Office of Environmental Planning and Co-Ordination, the first such agency in a developing country.

In 1976 he was appointed director of the UNEP, where he designed and launched Infoterra, the global environmental information exchange. He remained with the UNEP until 1982 when he left to found Development Alternatives, a Delhi-based Non-Governmental Organization devoted to promoting commercially viable, environmentally friendly technologies.