

## **Pooja Chopra**

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### **EDUCATION**

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#### ***Master of Environmental Management (MEM), 2015***

**Yale University**, School of Forestry and Environmental Studies, New Haven, CT, USA  
Concentration in Natural Resources Management, Business & Environment

#### ***Doctor of Philosophy (Ph.D.), 2014***

**University of Delhi**, Delhi, India

- Thesis: *Study of Ecotourism: Developing Marketing Strategies for the Growth of Tourism Industry and Protection of Environment in India.*
- Launched India's first Health Cart offering food and beverages cooked using traditional eco-friendly methods on a portable cart, Sukhna Lake, Chandigarh, India

#### ***Post Graduate Diploma in Marketing Management (PGDMM), 2003***

Institute of Marketing & Management (IMM), New Delhi, India

- Concentration in Marketing, Finance and International Business

#### ***Bachelor of Commerce (B.Com), 2001***

**University of Mumbai**, Sydenham College of Commerce & Economics, India

### **EXPERIENCE**

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#### **Orlina Ventures Pvt. Ltd., Chandigarh - July 2005 till present**

*Founder Director*

Consultancy projects undertaken in Government and Private Sectors

- Nature Interpretation Centre at Siswan Community Reserve, Harike Wetland, Nangal Wildlife Sanctuary & Chhatbir Zoo, Punjab
- Planning & Conservation report for Knuckles Conservation Reserve, Sri Lanka
- Tourism Master Plan and DPR for Kaleshwaram Development Project, Telangana
- Nature Interpretation Centre (NIC), Etawah Safari Parks, Etawah, Uttar Pradesh
- Theme Parks & Momentos for Valley of Flowers, Statue of Unity, Gujarat
- NIC & Wildlife Movie Theatre, G.B. Pant High Altitude Zoo, Nainital, Uttarakhand
- Conservation Awareness for Bird Park, Botanical Garden & Eco Park, Dhanas Lake, Sukhna Lake Migratory Birds Trail, Peacock Park, Chandigarh
- Himachal Pradesh State War Museum, Dharamshala, Himachal Pradesh
- Designing for Swarna Jayanti Celebrations, Government of Haryana

#### **Haryana Forest Development Corporation, April 2014 – March 2018**

**Government of Haryana, Department of Forest, Haryana, India**, May 2013 – March 2018  
*Conservation Consultant*

#### **Ecotourism Society of Haryana, May 2013 till March 2016, Ecotourism Consultant**

- Formulated nature conservation awareness, wildlife education and adoption materials for 3 Mini Zoos, a Deer Park, 2 National Parks, a Wetland, a Conservation Reserve and 5 ecotourism camps of the state (including Thapli and Morni Fort)
- Conducted market research, formulated marketing strategies, developed collaterals for ecotourism camps, tour itineraries, outreach programs and route maps using GPS assistance.
- Developed concept note for Garden of Senses at Chuharpur Herbal Park and project proposal reports for 2 ecotourism camps – Bhondsi Nature Valley and Masani Eco Camp.
- Encouraged local community participation at 4 villages for natural resource mobilization through capacity building and community-based ecotourism.
- Conceptualized and developed 3 nature interpretation centres in Haryana for a national park, a zoo and a wetland.

- Drafted public information documents for visitors, product catalogues and tender documents for travel agents.

### **Nature's Orbit Collective Foundation (NGO) - November 2022 till present**

#### *Co-Founder*

Nature's Orbit is committed to spread awareness on climate change amongst children & youth and provide sustainable solutions in areas like waste management and soil, water & air pollution. Focus is on promoting green solutions, encouraging good practices and bringing a change in the mindset to become a responsible consumer as well as producer and building a huge green community.

## **TEACHING EXPERIENCE**

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National Institute of Technical Teacher's Training & Research (NITTTR), Mahatma Gandhi Institute of Public Administration (MGSIPA), ICFAI Business School, Indian Institute of Planning and Management (IIPM), Gian Joti Institute of Management & Technology, Bhartiya Vidya Bhavan, Chandigarh, India, August 2006 onwards

### ***Visiting & research faculty for masters degree and post graduate programs***

Courses taught - marketing management, business management, consumer behavior, entrepreneurship, tourism, business ethics, retail management, project management.

## **ACHIEVEMENTS & APPRECIATION**

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- Honoured by **Dr. Harak Singh Rawat, Cabinet Minister**, Forests & Wildlife, Environment & Solid Waste Disposal, Labour, Employment, Training, AYUSH, AYUSH Education and Mr. **Sanjeev Arya, MLA, Nainital**, for our works in creating the Nature Interpretation Centre at the G.B. Pant High Altitude Zoo, Nainital, Uttarakhand (January 26, 2020)
- Appreciation Letters by P.C.C.F. Haryana, Chief Wildlife Warden and C.F. Haryana for works in developing ecotourism campsites.

## **RESEARCH, PUBLICATIONS & PRESENTATIONS**

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### **Research Projects**

- WASH & CCES with **UNICEF** – August 2023 till present
- Business Consulting Project of “**PepsiCo Sustainable Farming Initiative and U.S. Farm Bill**”, School of Forestry and Environmental Studies, Yale University, U.S., Sept – Dec 2014
- International research project entitled "**Environmental Management System & Role of Stakeholders: A Longitudinal Study**", (ISO 14000 Certified Indian companies), School of Management & Marketing, Deakin University, Australia, June 2012 – July 2013
- Study and analysis of **Community Based Ecotourism (CBET) in village Mirzapur, Punjab, India** in association with Government of Punjab, Forest Department, 2008

### **Publications** (as co-author)

- *Eco-tourists and Environment Protection: A Pro-Environment Behavioural Segmentation Approach*, **Amity Global Business Review** (AGBR), February 2014
- Ecotourism Services: An Analysis of the Indian Tourists' Buying Behaviour, Journal of Mahatma Gandhi Institute of Public Administration (MGIPAP), Punjab, India, July 2014

## **MEMBERSHIPS**

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- **Institute of Directors (IOD)**: Organisational Life Membership
- **Chandigarh Management Association (CMA)**: Life Member
- **Climate Leader with Climate Reality Project**