



Mahacharya Shri Sourabh J. Sarkar

Agriculturist-Educationalist · Urban Farming & Food-Systems Pioneer · Large-Scale Culture & Behaviour-Change Expert · Founder, KarmYog for the 21st Century

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PROFILE

“What we need is a Human Potential Manifestation system that is meaningful, relevant, holistic, balanced and inclusive... a Learning Framework whose quality does not diminish with scale.”

Known reverentially as **MahAcharya Ji**, Sourabh J. Sarkar is a large-scale culture- and behaviour-change expert who has spent over three decades helping communities adopt new ideas in agriculture, livelihood and learning. An educator, systems thinker and technologist, he founded and leads **KarmYog for the 21st Century (KY21C)** — a movement that converts philosophy into living, scalable models of rural and urban transformation, with **food, farming and ecological well-being** at its centre.

For two decades he has delivered education and skill-development solutions to organisations across the **private sector, public sector and government** — in India and on four continents — and has built the technology framework that has carried these programs to nearly half a million people. His distinctive contribution is bringing **tradition and modernity** together: honouring traditional agricultural and community wisdom while using technology, design and AI to make change adoptable at population scale.

Core expertise: Large-scale culture & behaviour change | Farmer & rural-youth education | Urban agriculture, horticulture & organic produce | Skill development & livelihoods | Learning technology & AI at scale | Private, public & government partnerships

LARGE-SCALE CULTURE & BEHAVIOUR CHANGE

MahAcharya Ji's core expertise is engineering **large-scale culture and behaviour change** — helping people move away from entrenched practices and adopt healthier, more sustainable and more productive ways of farming and living. The technology and pedagogy framework he developed has been deployed through four flagship programs that, together, have touched **close to half a million lives across Odisha, Rajasthan, West Bengal and other states.**

- **Farmer Education Project** — equipping farmers with sustainable, chemical-free and more productive practices while honouring traditional agricultural knowledge.
- **Career Counselling for Rural Youth Project** — guiding rural young people toward livelihoods, skilling and opportunity beyond the farm gate.
- **Road Safety Project** — a mass behaviour-change campaign building safer road habits across communities.
- **Skill Mitra Project** — last-mile skilling and vocational empowerment delivered close to where people live.

Each program is designed for **adoption at scale** — using storytelling, pedagogy and technology to help people embrace new ideas while keeping faith with their traditions.

URBAN AGRICULTURE, HORTICULTURE & ORGANIC FOOD PRODUCTION

A pioneer of urban greenery in India, MahAcharya Ji has focused on converting urban spaces — from a **60 sq ft balcony to a 5-acre plot** — into productive land for **horticulture and organic, chemical- and pesticide-free produce**. His model deliberately rejects large centralised tracts in favour of small, distributed patches of cultivable land — the **Vatikas** — that bring food production, livelihood and ecological stewardship into the heart of the city.

- **Mission Biophilia / 1 Million Vatikas** — a national initiative targeting one million productive learning-and-livelihood gardens, each combining organic food production, skilling, livelihood generation and ecological stewardship.
- **Organic, chemical- and pesticide-free produce** — urban food grown without harmful inputs, cultivated close to the communities that consume it.
- **The “Plant Library”** — turning each Vatika into a living, lendable library of plant and cultivation knowledge for the surrounding community.
- **Vatika footprint** — deployed across residential, institutional and government spaces, including a government-quarters transformation at the Bihar Legislative Council, Patna, and large public installations at IIT Kharagpur Research Park.

KARMYOG FOR THE 21ST CENTURY

Founded and led by MahAcharya Ji, KY21C integrates **agriculture, education, behavioural science and digital engagement** under a single philosophy: **“Learning, Living, and Livelihood through Nature.”** It operates a constellation of field labs, learning gardens and digital platforms that turn ideas into population-scale practice.

- **KarmYog Development Lab, Mahish Batan** — developing tools and systems for community-scale agriculture, education and sustainability programs.
- **KarmYog Vatika Network** — an expanding grid of productive community learning gardens across Bengal and beyond.
- **OmniDEL Tabmaster Platform** — an award-winning engagement and e-learning technology for mass-scale citizen education and vocational empowerment.

TECHNOLOGY & ARTIFICIAL INTELLIGENCE FOR SCALE

- **OmniDEL™ Learning Framework** — the award-winning engine that scaled the four flagship programs to nearly half a million people across multiple states.
- **OmniDEL Tabmaster** — a phygital distribution network (OmniDEL Greens, Gunakul, Mega- and Micro-Junctions, Junctions on Wheels and roaming Tabmasters) that carries quality learning to the last mile.
- Deploys **AI, immersive storytelling and data-driven insight** to amplify grassroots agricultural and livelihood initiatives into mass public movements.
- Built India’s **first interactive-multimedia corporate-training division** from scratch (1996) — among the earliest in the country to apply interactive multimedia to learning.
- Delivered **200+ rich-media eLearning projects** for clients worldwide.

EDUCATION & SKILL DEVELOPMENT

- **Three Pillars of KarmYog-21C:** OmniDEL™ (quality learning that doesn’t diminish with scale), OmniUNIVERSITY™ (phygital distribution for scale) and OmniMART™ (a model that keeps education affordable).
- **KarmYog Green Village** — a Life-skills, Life-style & Livelihood education campus built on reclaimed land in Newtown, Kolkata, spanning Health & Lifestyle, Curriculum Support, Performing Arts and Vocational Training.
- **Behtar Life Initiative** — nationwide life-skills programs, with Behtar Life Clubs and Studios for continuous mass engagement.
- **25+ years** driving mass-literacy and education programs for underprivileged and rural communities.

ACADEMIC BACKGROUND

- **IIT Kharagpur** — B.Tech, Chemical Engineering (1986–1990). Institute Blue in Football (3 golds in 4 years); General Secretary, Society & Culture (1990).
- **Xavier Institute of Communications, Mumbai** — Diploma, Video Production (1991–1992, Grade A+).
- **University of Southern California (USC)** — Master’s, Communications Management (1993, Grade A+).
- **Syracuse University, Newhouse School** — M.A., Interactive Multimedia (1994–1995, Grade A).

PROFESSIONAL EXPERIENCE

- **Founder & Param Sevak**, KarmYog for the 21st Century Foundation — 2008–Present.
- **Mahachalakra**, KarmYog Green Village — 2009–Present.
- **Parichalak**, KarmYog Vatika, East Kolkata Wetlands — 2021–Present.
- **Chief Advisor**, KarmYog Learning Solutions (Omnivera Learning Solutions Pvt Ltd) — 2008–Present. Two decades delivering learning and skill-development solutions to **private-sector, public-sector and government** clients across four continents.
- **Chairman & Co-Founder**, KarmYog Ventures — 2009–2022.
- **Founder**, Aesthetic Technologies — 1997–2007.
- **Vice President**, Interactive Multimedia, DAIS Infotech — 1996–1997.
- **Officer**, Corporate Communications, Bharat Petroleum Corporation Ltd (BPCL) — 1990–1993.

HONOURS & RECOGNITION

- **Tata Trusts Special Million-Dollar Grant** for the OmniDEL™ framework (August 2016).
- **Best Learning Methodology Award** — OmniDEL™, National Skill Development Corporation, NSDC (October 2014).
- **Business Standard** — profiled as the “School of Joy” (likened to the Rancho of *3 Idiots*); **Telegraph India** — featured for the Biophilic Studio at IIT Kharagpur Research Park.
- Invited keynote speaker and moderator at IIT Kharagpur Research Park on sustainability, biophilic principles and innovation.

PERSONAL LIFE & MISSION

MahAcharya Ji has long sought to dissolve the line between personal and professional life — living the ideas he teaches. He resides in Kolkata with his *sahadharmini* (life partner) **Smt. Reena J. Sarkar**, their 28-year-old son and 23-year-old daughter, and an extended **KarmYog Ashram family of nearly 100 people** who live and work closely together as a single community. For him, sustainable agriculture, conscious living and lifelong learning are not professional programs alone but a way of life practised every day with those around him.

GUIDING INFLUENCES

Ken Wilber’s Integral Theory (science and spirituality, modernity and tradition co-existing) · KarmYog philosophy (eternal values applied to 21st-century work-life) · Biophilic and regenerative design (nature as teacher, collaborator and source of livelihood).