

Foundation, Editor of Sanctuary Asia, India's first and largest circulating wildlife and ecology magazine (1981) and Founder-Editor of Sanctuary Cub (1984), India's oldest and only wildlife magazine for children. He was closely involved with Project Tiger since its inception in the 1970s, and has spent over four decades writing about and calling attention to conservation issues in books, magazines and newspapers in both English and regional languages. He has also produced 30 wildlife documentaries, led national and international environmental campaigns across media platforms, including social media. He created Kids for Tigers, a conservation programme for school children that has reached over a million children and has been run successfully for almost two decades.

Bittu has served on a range of government and nongovernment organisation boards and committees over the last
30 years, including the National Board for Wildlife
(Government of India), the IUCN (World Conservation Union),
The Wild Foundation (U.S.A) and the Expert Appraisal
Committee for Infrastructure, Ministry of Environment and
Forests, Government of India.

He works with policymakers, social workers, economists and scientists at the **tri-junction of biodiversity**, **climate change** and economics, speaking at national and international platforms in support of wilderness conservation while continuing to spearhead the work of the Sanctuary Nature Foundation.