

NetIP Goes Green With Simran Sethi, Environmental Expert for Oprah.com

20th Anniversary Brings Social Responsibility



Press Release Source: Network of Indian Professionals North America On Wednesday February 17, 2010, 10:00 am EST

NEW YORK, NY--(Marketwire - 02/17/10) - The Network of Indian Professionals of North America (NetIP) begins a new chapter in their history today as they welcome Simran Sethi, named one of the top ten eco-heroes of the planet by the UK's Independent and lauded as the "environmental messenger" by Vanity Fair. Prime Time with NetIP on HumDesi Radio is NetIP's monthly talk show on HD radio that features inspirational guests and broadcasts worldwide to a large listenership. Simran Sethi is also an award-winning journalist and associate professor at the University of Kansas School of Journalism and Mass Communications, where she teaches courses on sustainability and environmental communications. She is currently writing a book on psychological barriers to environmental engagement and is the contributing author of Ethical Markets: Growing the Green Economy, winner of the bronze 2008 Axiom Award for Best Business Ethics book.

The live segment airs Wednesday, Feb 17, 2010 at 7pm EST on <http://www.humdesiradio.com/> as well as on HD radio in select cities. With NetIP's much anticipated annual conference being held in metro-natural Seattle this year, the stage is being set for NetIP's first 'Green Conference.' Seattle's Government and residents have made sustainability a part of their everyday lives and proudly hold on to the #2 rank for America's cleanest cities by Forbes.

"For our anniversary, we decided to set ourselves apart from the other organizations out there. One way we are doing that is by setting the bar for social responsibility. With the support of our leaders and membership, we have begun a conscious effort towards green living in our communities. By encouraging use of energy-efficient bulbs, recycling and using recycled products, we hope our organization will set the tone for others to follow." - Sundip Arora, President, Network of Indian Professionals of North America.

The conference will be hosted in hotels with Corporate Social Responsibility as well LEED silver certified rankings. In addition to focusing on paperless technology, local produce and organic foods will be served to delegates. Every facet of the conference will aim to have a green component. This year marks the 20th anniversary for NetIP. The organization has planned on making an impact through their philanthropic endeavors, social responsibility, and hopes to continue making strides towards becoming a household name.

Born in Germany, Sethi made her way to the US and began the early days of her career with MTV news. She worked with Al Gore on The Alliance for Climate Protection, a series of podcasts that serves to educate the global community about the climate crises. Sethi's blog articles grace notable outlets such as Oprah.com, The Huffington Post and The Sundance Channel. She has appeared on Nightly News with Brian Williams, Oprah, The Ellen Degeneres Show and The Martha Stewart Show.

"NetIP has the opportunity to reach a powerful group of constituents that can really help turn the tide on sustainability. This effort involves more than changing light bulbs; it requires a transformation of how we conduct business in the 21st Century. I am excited this is the focus of the upcoming conference and glad to be a part of the conversation." - P. Simran Sethi

NetIP is the only South Asian organization for professionals with a talk show on HD radio. The goal of the show has been to feature South Asians that inspire lives through their work, their life stories and their innate strength. Previous guests have included Nandita Das, Maulik Panchoy, Ravi Batra, Surya Yalamanchili and Robert Chatwani among others. Upcoming guests include Naresh Vissa with CNN Radio and Shibani Joshi with Fox Business News. Show information and podcasts can be found at www.netip.org/primetime

About NetIP

The Network of Indian Professionals (NetIP) is a professional, non-profit organization dedicated to the overall achievement and advancement of South Asian professionals. The primary focus of the organization is to foster a bond among South Asian professionals to unite and support each other locally, as well as to give back and contribute positively to the communities in which they live and work.

Today, the organization includes over 5,000 members and more than 40,000 subscribers in 24 cities across United States and Canada. NetIP has become a premier networking brand over the years. It is the unequivocal voice for an emerging group of South Asians who excel in every aspect of western society, from business to politics to the arts. The rise of NetIP and its affiliated chapters reflects a general "Coming of Age" by South Asian professionals.

For more information visit <http://www.netip.org/>

If you'd like more information about this topic, or to schedule an interview contact, Pooja Dhawan by email pooja@netip.org

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