

A large group of dolphins swimming in clear blue water. The dolphins are scattered throughout the frame, some in the foreground and some in the background, creating a sense of a large pod. The water is a deep, clear blue, and the lighting is bright, suggesting a sunny day. The dolphins are in various positions, some swimming towards the camera and others away from it.

CHRIS DESAI

Captain

A man wearing a blue hoodie and sunglasses is carrying a large white bag filled with plastic waste over his shoulder. The background is a bright, sunny outdoor setting, possibly a beach or a park. The text 'UOCEAN 2050' is visible on his hoodie.

# UOCEAN®

2050

[WWW.UOCEAN.ORG/OUR-FOUNDER](http://WWW.UOCEAN.ORG/OUR-FOUNDER)

## CHRIS DESAI (Cpt)

**Chrisna J Desai, known to the industry as Chris Desai, is a world-renowned Entrepreneur - Philanthropist from humble beginnings, Leicester, UK, who has made considerable contributions to the United Kingdom & its Commonwealth with his organic luxury fashion brand Vayyu®, his registered charity The Vayyu Foundation® and his two global projects UOCEAN 2050 & UEARTH 2050.**

Husband  
Father  
Entrepreneur  
Philanthropist  
Visionary  
Inspirational Leader  
Community Pillar  
Collaborator  
Disrupter

# THE JOURNEY

**CHRISNA J DESAI (Cpt)** - Born into a humble setting in Leicester, United Kingdom my father was a political refugee from Uganda who sought refuge in the UK where he met my English / Scottish mother.

Ever since I was born, I had a fascination with the water, I am a third generation sailor in my family. I spent the majority of my childhood surrounded by nature and on lakes before moving into a career in fashion and music although taking every moment I could to be back in nature. During this time, I travelled intensely and started to see how wonderful our planet is and also started to see the effects of climate change.

It was during a journey I had a sea, that I had a transformative experience, a moment of clarity that connected me to every living being on this planet and changed the course of my life.

As I meditated aboard the bow of a sailing yacht along the Cornish coast, tears streamed down my face as I felt a profound connection to the very essence of life itself and a responsibility to take action.

In that single moment, the structure of reality became clear to me, and I realized that I was no different than the water, the sand, the rocks, or the creatures that inhabit the ocean. Every particle that has ever existed, and will ever exist, stood in complete stillness before my eyes, the water droplets before my face froze, lost in time and space, I knew everything was connected in a beautiful, crystalline structure. And so, I embark on my journey to create a better world, one that respects the planet and protects all its inhabitants. With every step I take, I am guided by the wisdom of the oceans, and the knowledge that we are all part of something bigger than ourselves, at that moment, VAYYU was born, The Vayyu Foundation and UOCEAN 2050.



## CHRIS DESAI (Cpt.)



# ACCOMPLISHMENTS

2017

VAYYU®

WWW.VAYYU.COM

2020

UOCEAN®

2050

WWW.UOCEAN.ORG

2018



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2022

UEARTH®

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**HOW I  
STARTED,  
IN 2017.**

**BUSINESS**

**VAYYU®**

**CHARITY**



**THE  
VAYYU®  
FOUNDATION**

**PROJECT**

**UOCEAN®**

2050

**PROJECT**

**UEARTH®**

2050

**BEFORE  
WE KNEW IT**



**IT WENT VIRAL!**

**HUGE  
COMMUNITY  
IMPACT**

**OUR METHODS  
EXPANDED AND  
OUR IMPACT  
GREW**

**PEOPLE JOINED  
FROM AROUND  
THE WORLD!**

# VAYYU®



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FOUNDATION

# UOCEAN®

2050

# UEARTH®

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BRAND, UK\*** \*GOOD SHOPPING GUIDE



**ORGANIC LUXURY**



**SUSTAINABLE**



**633 SHOPS**



**BY HAND**



**BY KAYAK**



**BY BOAT**



**BY DIVING**



**TREE PLANTING**



**FOOD GROWING**



**MINDFULNESS**



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Leicester

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in.net

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itv  
NEWS

**BBC**  
RADIO  
Suffolk

Forbes

**BBC** RADIO  
Kent

DAILY EXPRESS

**BBC**  
RADIO

5

# Huge haul of plastic bottles fished out of River Soar said to be 'fairly typical' of mess clogging our waterways

A disturbing image showing hundreds of bottles fished out of the river in Watermead Park has been shared to show the extent of the plastic pollution problem

NEWS By **Dave Owen**  
05:00, 25 JAN 2023

Bookmark Comments 15

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The depressing sight of plastic bottles, tyres, footballs and other rubbish fished out of the River Soar just north of Leicester (Image: UOCEAN Leicester)

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# River Soar 'in crisis' as environmental group find 'thousands' of dead fish in the water

WARNING: This article contains graphic images of dead fish

NEWS By **Corey Bedford**  
17:37, 16 JUN 2023 | UPDATED 17:53, 16 JUN 2023

Bookmark

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**'THOUSANDS' OF DEAD FISH BEING DISCOVERED IN THE RIVER SOAR**

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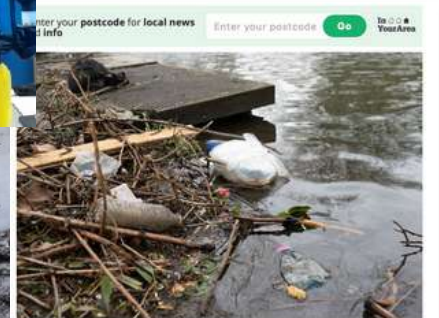


# River Soar could see anti-plastic barriers installed to prevent pollution

Environmental campaigners want to remove billions of plastics from the ocean.

By **Lee Garrett** Reporter  
10, 28 MAR 2023

Bookmark



There has been a problem with plastic pollution in the River Soar (Image: UOCEAN)

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# I AM A FINALIST!

make a *difference* awards 2023

**Chris Desai**  
Founder, UOCEAN Project



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Mon 4th Sep 2023



make a  
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awards  
2014

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**UOcean Leicester**

**B B C**



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Display Team

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NEWS

itv



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**Chris Desai envisions a future where conservation is no longer confined to the privileged few, but rather, is an inclusive effort that encompasses all walks of life. His pioneering charity The Vayyu Foundation, aims to level the playing field by making conservation accessible to isolated and disadvantaged minorities and lower social class groups across the UK.**

**Chris Desai's visionary projects, UOCEAN 2050 and UEARTH 2050, extend their community impact far and wide. Across 18 cities in the UK and 15 internationally, his initiatives are not only transforming the landscape of conservation and environmental awareness but also fostering a sense of unity and shared responsibility.**

**Through innovative strategies and initiatives, UOCEAN 2050 seeks to break down barriers and empower marginalized communities to actively participate in preserving the environment to stop river & ocean plastics with clean ups and river barriers.**

**Similarly, with UEARTH 2050, Chris Desai seeks to reconnect humanity with the natural world and promote community wellness, promoting positive mental health through wellness exercises, working with isolated and disadvantaged ethnic minority groups, recognizing the disconnection between people and nature in modern society, UEARTH 2050 takes a holistic approach to address this issue. By fostering a sense of belonging to the land and rekindling the innate bond between humans and their surroundings through tree planting, food growing, green skills, meditation and mindfulness, UEARTH 2050 aims to improve individual well-being and community cohesion solving issues such as mental health and food poverty across the UK.**

**Chris Desai's commitment to reforesting the land through UEARTH 2050 demonstrates his understanding of the importance of ecological balance. By involving local communities in the process of reforestation, UEARTH not only contributes to environmental restoration but also provides opportunities for education, skill-building, and socioeconomic upliftment. This project envisions a future where green spaces are abundant, accessible, and integral to the well-being of all members of society.**

**In essence, Chris Desai's vision for UOCEAN 2050 and UEARTH 2050 is rooted in inclusivity, accessibility, and a deep respect for the intricate relationship between humans and the environment working with the community at the grassroots level. These projects not only promote conservation and reforestation but also empower individuals and communities to actively participate in shaping a more sustainable and harmonious future for themselves and the planet.**

LEICESTER - LONDON - WEYMOUTH  
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NORFOLK - DORSET - PRESTON  
BIRMINGHAM - NOTTINGHAM  
BRISTOL - HERTFORDSHIRE + MANY MORE

**UOCEAN®**

2050

WWW.UOCEAN.ORG

**UOCEAN® 2050 is a pioneering, practical, and non-profit charitable initiative of The Vayyu Foundation based in the United Kingdom with a global reach. Our primary mission is to combat river and ocean plastics and restore marine ecosystems working with minority and stigmatised communities on our 3 pillar approach of Clean up - Educate - Advocate.**

**We actively engage in national and international clean ups, river barrier systems, educational projects and media projects collaborating with governments, businesses, private stakeholders, schools and universities to raise awareness and foster ocean conservation. Through advocacy and partnerships we transform the journey of our collected plastics into inspiring projects, promoting creativity and spreading the message of conservation.**

**We advocate accessible conservation for all to protect the future of our oceans.**

[www.uocean.org](http://www.uocean.org)

MY INITIAL MISSION IS TO  
REMOVE

# #1BILLIONKILOS

OF RIVER AND OCEAN PLASTICS



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# UEARTH<sup>®</sup>

## 2050

[WWW.UEARTHPROJECT.ORG](http://WWW.UEARTHPROJECT.ORG)

**UEARTH<sup>®</sup> 2050 is a pioneering project of The Vayyu Foundaton, a practical, and non-profit charitable initiative based in the United Kingdom. Our primary mission is to combat climate change through empowering minority and stigmatised communities giving us social equity through accessible conservation.**

**We reforest the UK by tree planting and re-wilding whilst creating green spaces for community wellness such as Mediation, Mindfulness and Yoga.**

**UEARTH 2050 has set its sights on a bold mission - to reforest the planet with trees and create a harmonious ecosystem that fosters community wellness. By combining the power of reforestation with transformative practices such as meditation, yoga, and self-development coaching, UEARTH 2050 seeks to create a sustainable and interconnected world. We also engage in educational projects, advocacy, media awareness by collaborating with companies, schools, universities and partners to foster environmental stewardship.**

**Through advocacy and partnerships, we are changing the face of conservation and levelling the playing field through increasing accessibility for hard to reach communities.**

**We advocate accessible conservation for all to protect the future of our forests and community wellness.**



UEARTH®

2050

WWW.UEARTHPROJECT.ORG

AND THEN TO REFOREST THE  
PLANET WITH

#1BILLION TREES



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# OUR IMPACT



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Youth for  
the SDGs



[www.peaceboat-us.org](http://www.peaceboat-us.org)

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connecting  
people



Keep right when leaving lock to avoid hidden weir



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DRUMMOND EXPLORE  
ALL ABOUT THE OCEAN  
BUILT FOR ADVENTURE

SCOTT STEVE'S



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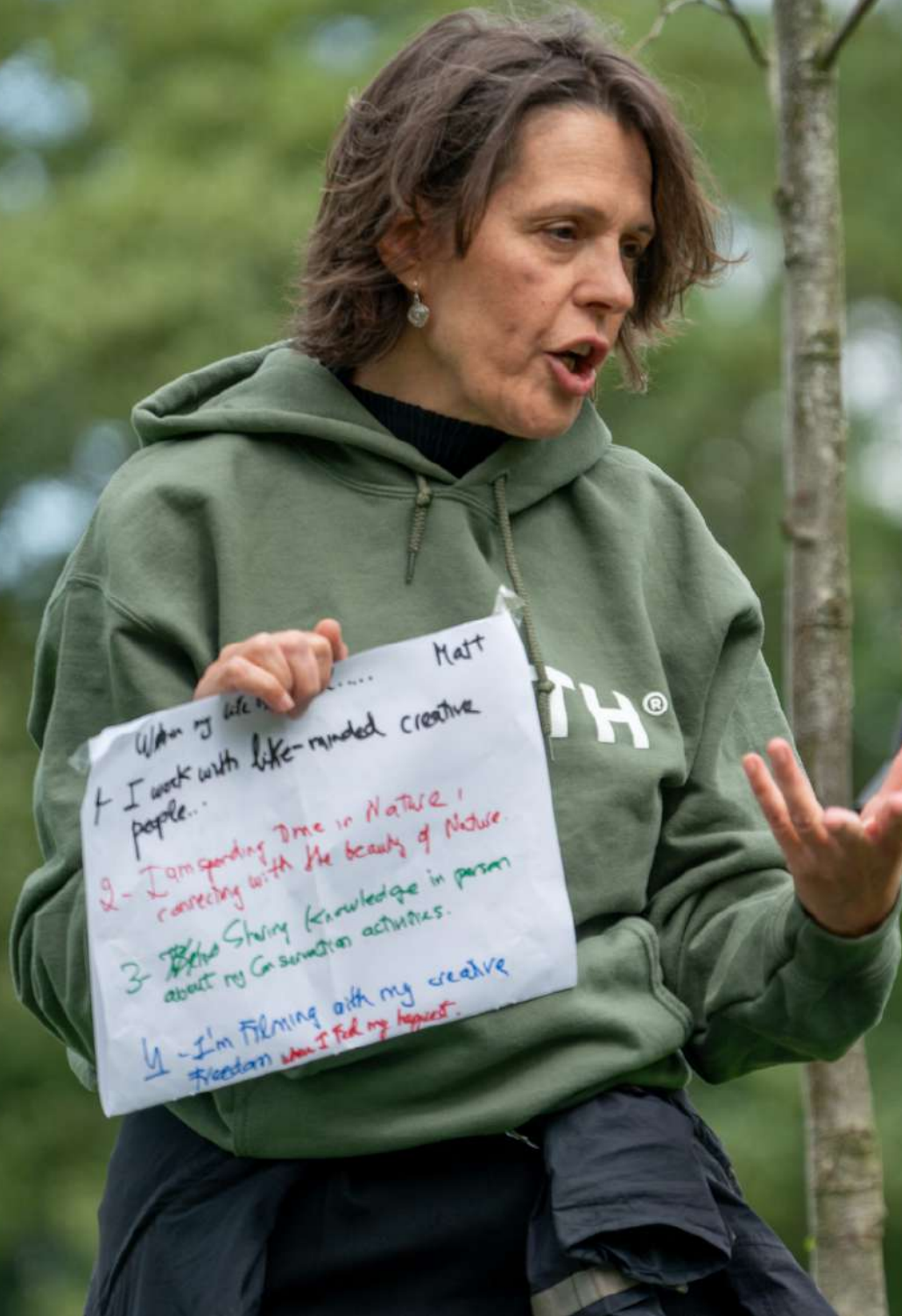
THE OCEAN PROJECT

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THE OCEAN PROJECT



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When my life is..... Matt  
1- I work with like-minded creative people...  
2- I am spending time in Nature, connecting with the beauty of Nature.  
3- ~~Sharing~~ Sharing knowledge in person about my conservation activities.  
4- I'm filming with my creative freedom when I feel my happiest.



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Chris  
[unreadable]  
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# GLOBAL SUSTAINABLE DEVELOPMENT CONGRESS

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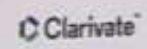
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**connecting  
people &  
planet.**



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The UOcean Project has a mission to clean, protect and restore the worlds oceans by 2050.

The UOcean Project® is a global mission founded by philanthropist Chris Desai and the registered charity  
- The Vayyu Foundation - 1181313

The UOcean Project® initiated its first movement to remove #1BILLIONKilos of ocean and marine plastics in March 2020 by conducting regular clean ups with volunteers, schools and NGO's around the world. We also aim to implement green technology to stop marine plastics inland such as river booms / river robots and will also demand legislation to stop the production of single use plastics globally.

U/OCEAN



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126169

GOBOAT



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connecting  
people &  
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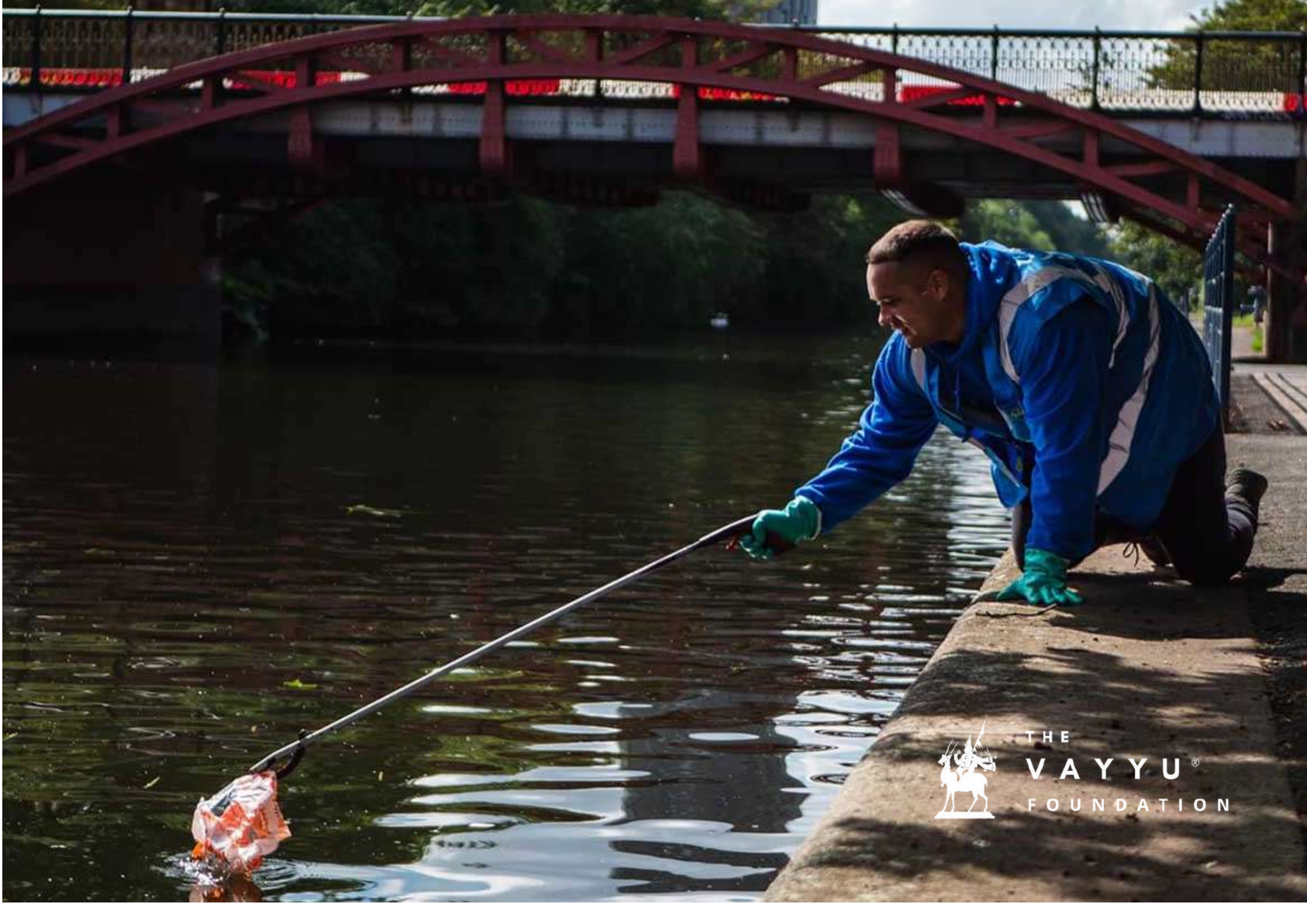


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THE OCEAN PROJECT  
BILLION KILOS

HAYSDEN COUNTRY PARK



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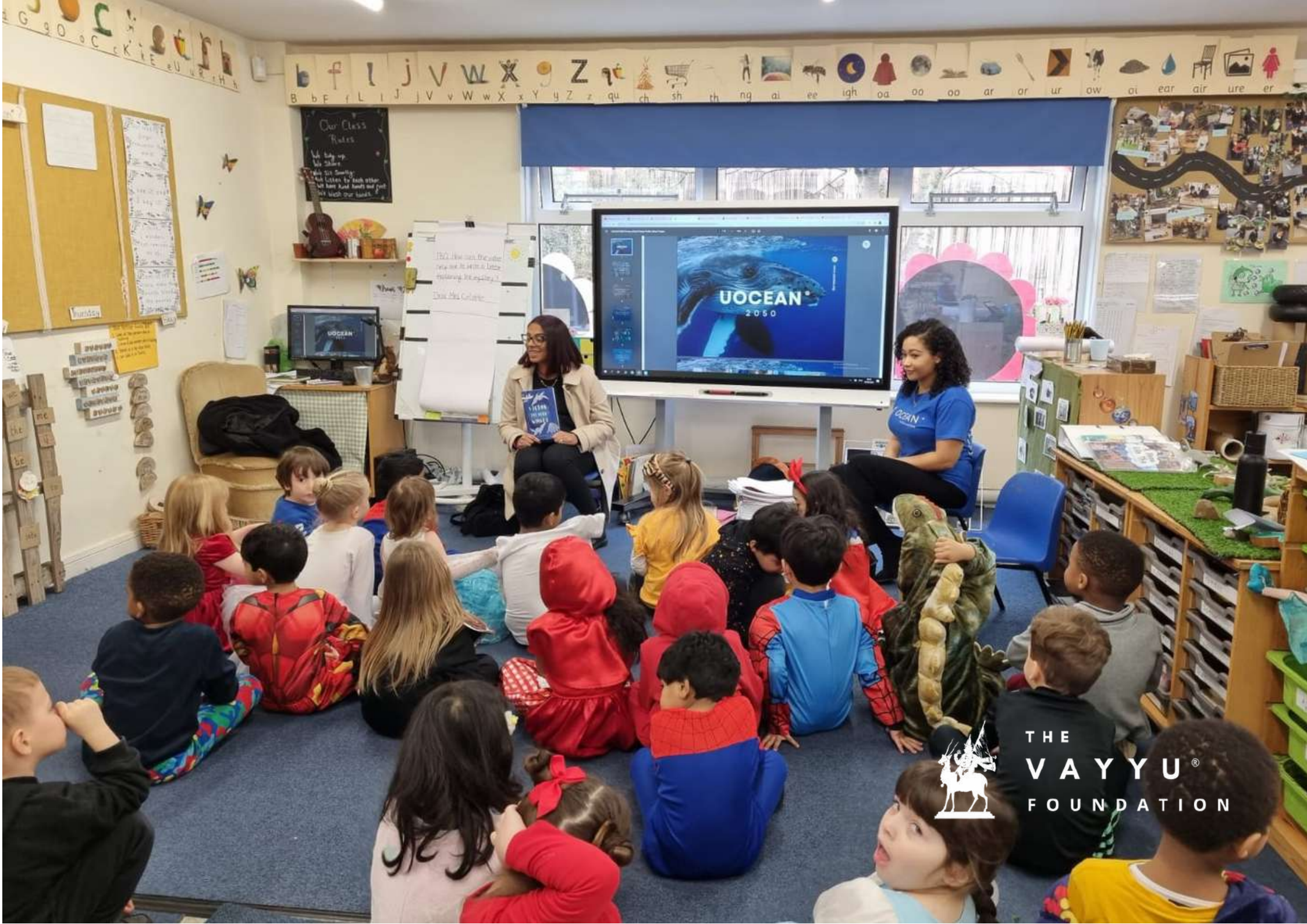
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Alphabet and phonics charts along the top of the wall, including letters like 'b', 'f', 'l', 'j', 'v', 'w', 'x', 'y', 'z' and various digraphs like 'qu', 'ch', 'sh', 'th', 'ng', 'ai', 'ee', 'igh', 'oa', 'oo', 'oo', 'ar', 'ar', 'ur', 'ow', 'oi', 'ear', 'air', 'ure', 'er'.

Our Class Rules  
We try our best  
We listen to each other  
We have fun and we play  
We keep our hands

1. Do the work the other  
2. Do the work the other  
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OCEAN 2050

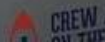
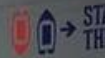
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# I HAVE STARTED THE JOURNEY



A large whale and a dolphin swimming underwater in deep blue water. The whale is in the foreground, and the dolphin is in the background.

T H E R E I S O N L Y O N E P L A N E T . O N E P E O P L E .

**WILL YOU JOIN ME?**

T A K E A C T I O N T O D A Y !

# VIDEO LINKS

## UOCEAN®

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## UEARTH®

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UK IMPACT

[UOCEAN® 2050 Short Documentary  
Diversifying Conservation](#)

[UOCEAN® 2050 - Leicester](#)

[UOCEAN® 2050 - Leicester](#)

[UOCEAN® 2050 - Leicester](#)

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[UOCEAN® 2050 - Leicester](#)

[UOCEAN 2050 - Birmingham](#)

[UOCEAN 2050 - Canary Wharf](#)

[UOCEAN® 2050 - London](#)

[UOCEAN 2050 - Weymouth](#)

[UOCEAN 2050 - Sussex](#)

INTERNATIONAL  
IMPACT

[UOCEAN® 2050 Indonesia Documentary](#)

[UOCEAN® 2050 Ocean Plastic Project - Indonesia](#)

[UOCEAN® 2050 Mangrove Carbon Project - Indonesia](#)

[UOCEAN 2050 - Italy](#)

[UOCEAN® 2050 - Malawi](#)

UK IMPACT

[UEARTH 2050 - Leicester 1](#)

[UEARTH 2050 - Leicester 2](#)

[UEARTH® 2050 - British Army & Royal Airforce](#)

# CONTACT DETAILS

Thank you for taking the time to explore this journey with me,  
if you have any questions please feel free to contact me on the below.

[info@vayyufoundation.org](mailto:info@vayyufoundation.org)  
Chris Desai - +44 7932403765



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## **The Vayyu Foundation®**

First Floor, 85 Great Portland Street,  
Marylebone, London,  
W1W 7LT, United Kingdom.

Registered Charity: 1181313

Gift Aid Registered.

[www.vayyufoundation.org](http://www.vayyufoundation.org)

[@vayyufoundation](https://www.instagram.com/vayyufoundation)

**UOCEAN**<sup>®</sup>

2050

## **Project Details:**

UOCEAN<sup>®</sup> 2050

[www.uocean.org](http://www.uocean.org)

[@uoceanproject](https://www.instagram.com/uoceanproject)

**UEARTH**<sup>®</sup>

2050

## **Project Details:**

UEARTH<sup>®</sup> 2050

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