A Mechanical Engineer by calling, practiced Interior Designing in Mumbai for 10 years before moving onto to Large Format Graphic Design & applications. He then set up a Street Furniture design & manufacturing firm for 7 years. George then moved to Sindhudurg for setting up the Culture Aangan Homestay Project. He has designed all the current Homestays within the project. Simultaneously, he works as an independent designer for Konkan Bamboo & Cane Development Centre in Bamboo Construction. Currently heading Bamboo Construction Division of Native Konbac Bamboo Products Pvt. Ltd. as VP Design.