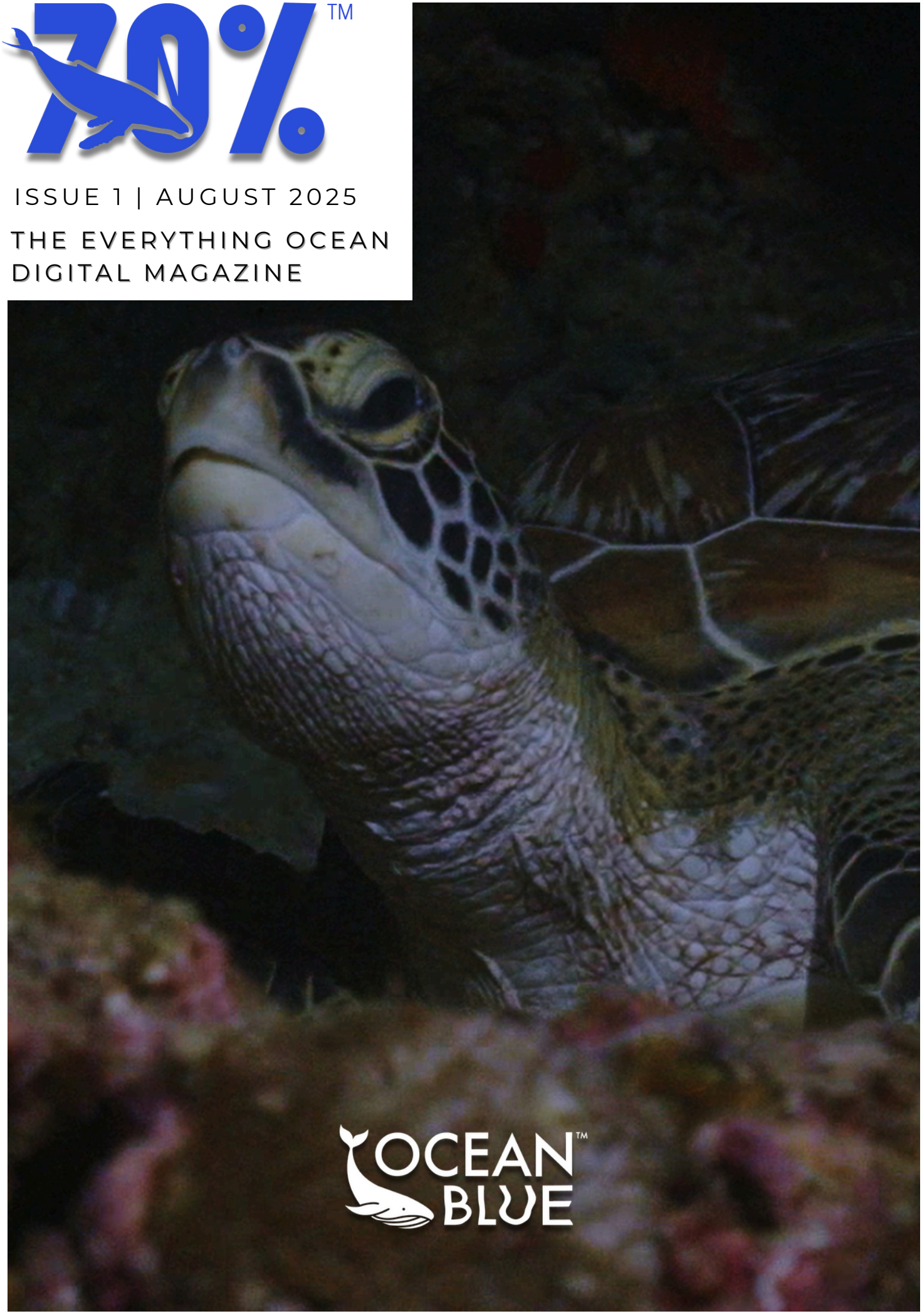
70%™

ISSUE 1 | AUGUST 2025

THE EVERYTHING OCEAN
DIGITAL MAGAZINE



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The Ocean Blue Collective

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Editor’s Letter

Hello everyone! My name is Suhas and I am excited to bring to you the very first digital edition of our bi-monthly magazine - 70%! produced by the Ocean Blue Collective .

70% is a mobile-first digital magazine produced by the Ocean Blue Collective. We will take a curious look in into the world beneath the surface. Our planet is approximately 70% water, so you can understand where the name comes from.

70% will focus on the freshwater ecosystems, ocean, marine life, and the people who live and work with the them. We aspire to bring you into the world of the water and ocean through educative information, story telling, and underwater photography, as well as special stories from people who have answered the ocean’s calling in their own way.

Designed to educate, inspire, and inform, each issue offers readers a vivid, immersive look at the blue heart of our planet—one story, one image, and one discovery at a time.

Come, join us on our first story - “Feature” - where we talk about the coastline of India, and delve into the western coast of India and its unique features.

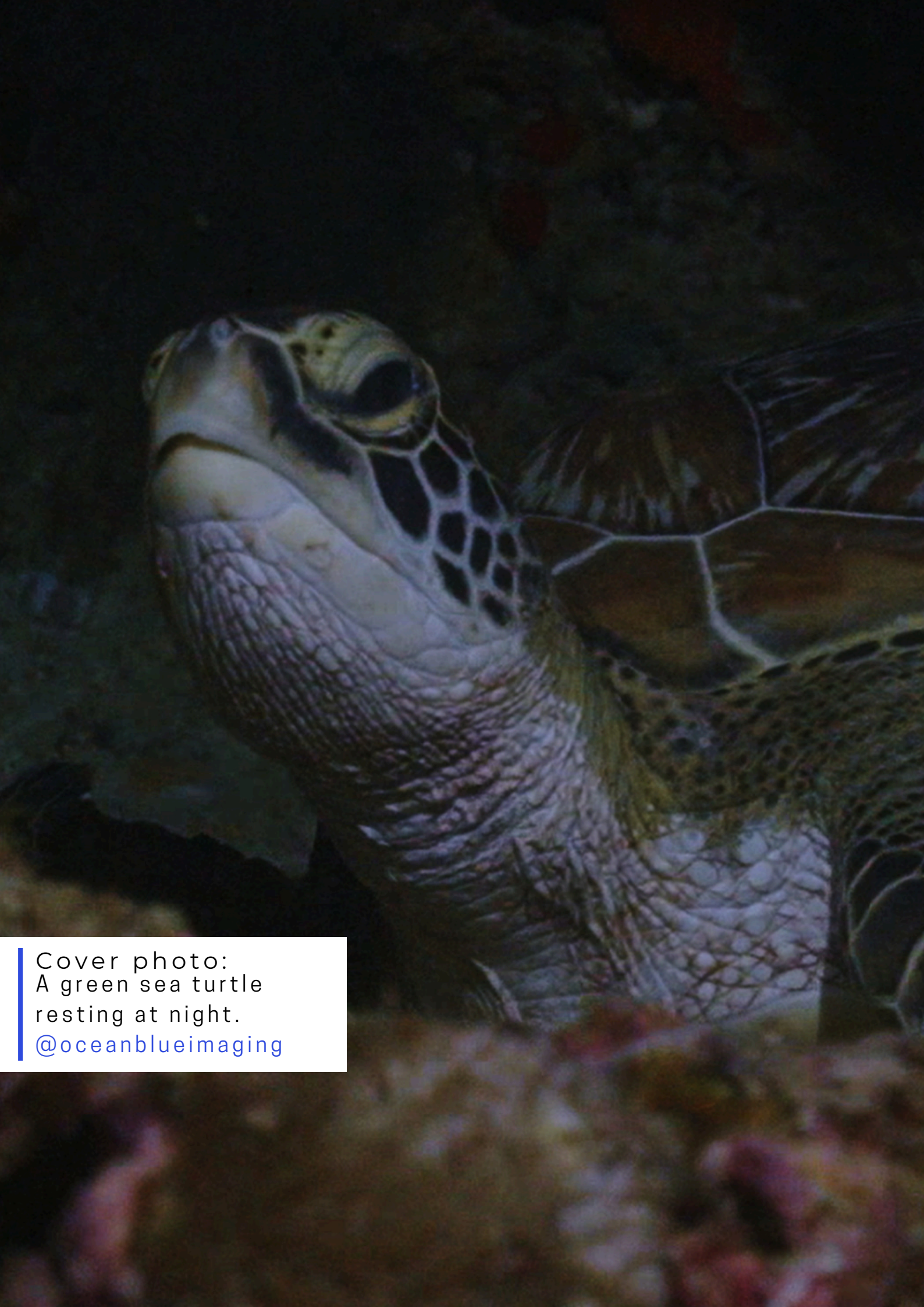
Our second story - “Insight” - is dedicated to sharks, and in this case, the unique hammerhead shark. Written as an easy to consume knowledge article, learn about the evolution of the hammerhead shark, and how hammerhead sharks have an evolutionary benefit with their unique head shape.

In our last article, we endeavor to present to you, dear reader, about who we are, and what the Ocean Blue Collective is. Personally, I am excited to share with you the work we do and how the ocean inspires us.

With underwater photography being a core part of our magazine, we bring to you some beautiful shots from below the surface, in the *#myoceanphoto* section. We encourage you to contribute to this section in our upcoming issue.

That’s it for now, and I hope you enjoy the magazine!

On behalf of the 70% editorial team,
Suhas



Cover photo:
A green sea turtle resting at night.
@oceanblueimaging

The moment when wildlife allows you to observe and appreciate from close quarters. @oceanblueimaging

#myoceanphoto

FEATURE

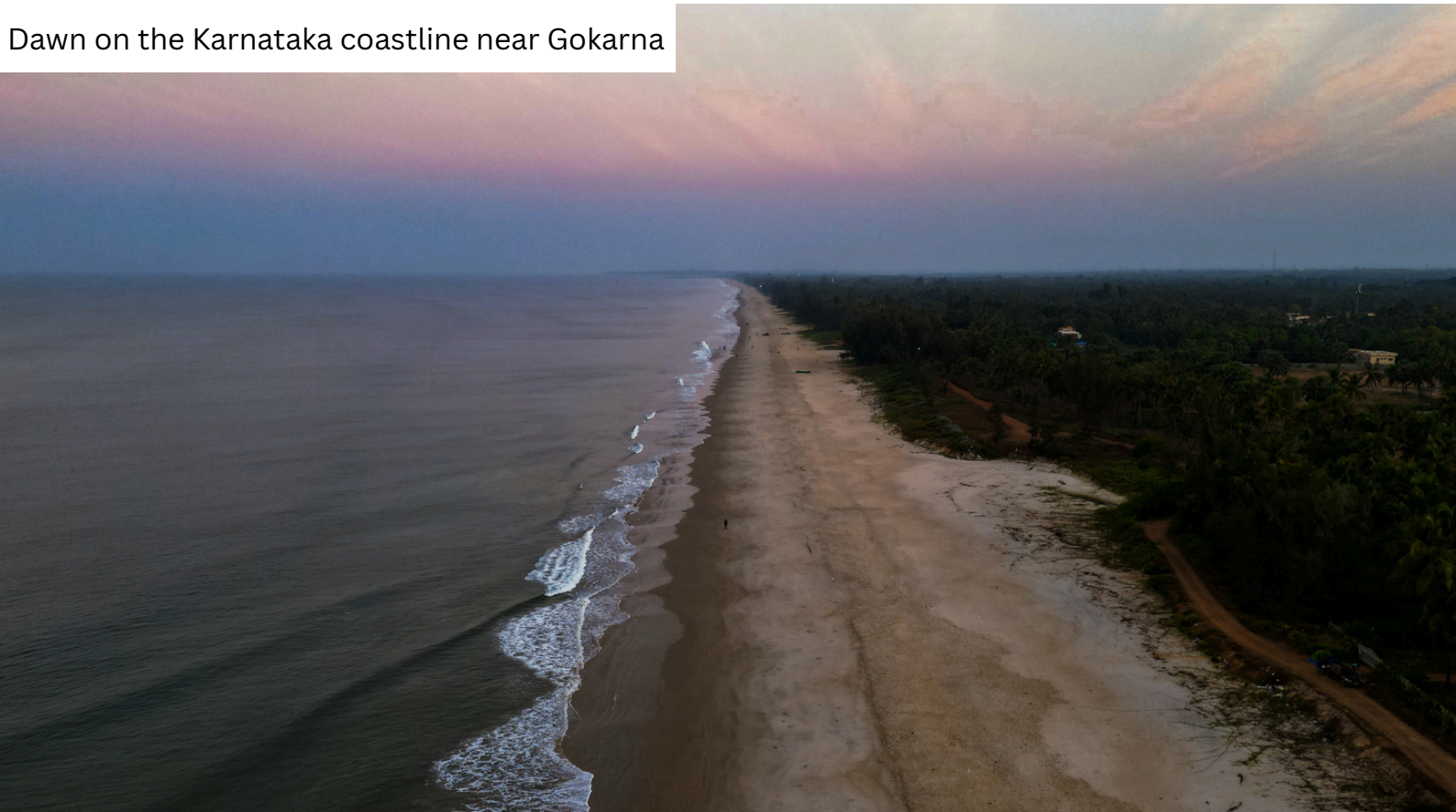
Exploring India’s Coastline - The West Coast

Dawn breaks over the Arabian sea and the first light of the morning sun rising up in the sky behind me colors the sand on the beach in shades of brown and orange. I am out here with a couple of friends and my pet dog, camping by the beach in a quiet corner of coastal Karnataka.

While the previous evening was quite uneventful and did not present much human activity to observe, this morning was quiet different. Fisherman were on the far side of the beach, hauling in nets to shore, their fishing boats a few meters away in the water. I am filming with my drone for one of your video projects, so I am able to get a closer look at this activity.

The nets are not quite full, and they are not large nets. These are smaller nets, and these fisherman are mostly fishing to fulfill their needs and sell some to the local market. During my travels around coastal Karnataka, the small villages along the coast are mostly served by local fisherman, going out every night, very early in the morning, to get the catch for the day. It feels like a practice of life that has existed for decades, if not centuries.

Dawn on the Karnataka coastline near Gokarna



India's coastline stretches over 7,500 kilometers, making it one of the longest in the world. Bordered by the Arabian Sea on the west, the Bay of Bengal on the east, and the Indian Ocean to the south. The coast of India is a diverse, yet vibrant blend of marine ecosystems, cultures, and modern marine activities.

The western most point of India's coastline is where the Rann of Kutch meets the Arabian sea. This meeting point features a dynamic interaction between land and sea, with salt mudflats, tidal creeks, and mangrove forests. The Rann of Kutch is a complex ecosystem of land and sea, with they mangroves acting as nurseries for marine life and provide coastal protection. Endangered species like the Dugong, green sea turtles, and migratory birds such as flamingoes and pelican call the Rann their home. The Gulf of Kutch, adjacent to the Rann, is India's first Marine National Park and Sanctuary, home to coral reefs, sea grass beds, mudflats, and intertidal zones that support a rich diversity of marine life.

Flamingoes in the salt water flats, Rann of Kutch

Further south, along the Konkan coast, the landscape changes dramatically from the salt flats to rocky cliffs. Nestled between the western ghats on the east and the Arabian sea on the west, the Konkan coastal ecosystem is made up of mangroves, intertidal zones, estuaries, and sandy beaches. The mangrove and intertidal zones here are teeming with smaller marine life like mollusks, juvenile fish, and crustaceans. The region is also under threat from development and coastal highways that have been built at the cost of vital marine ecosystems.

Rocky shore, Konkan coast

Bandra - Worli Sealink, Mumbai

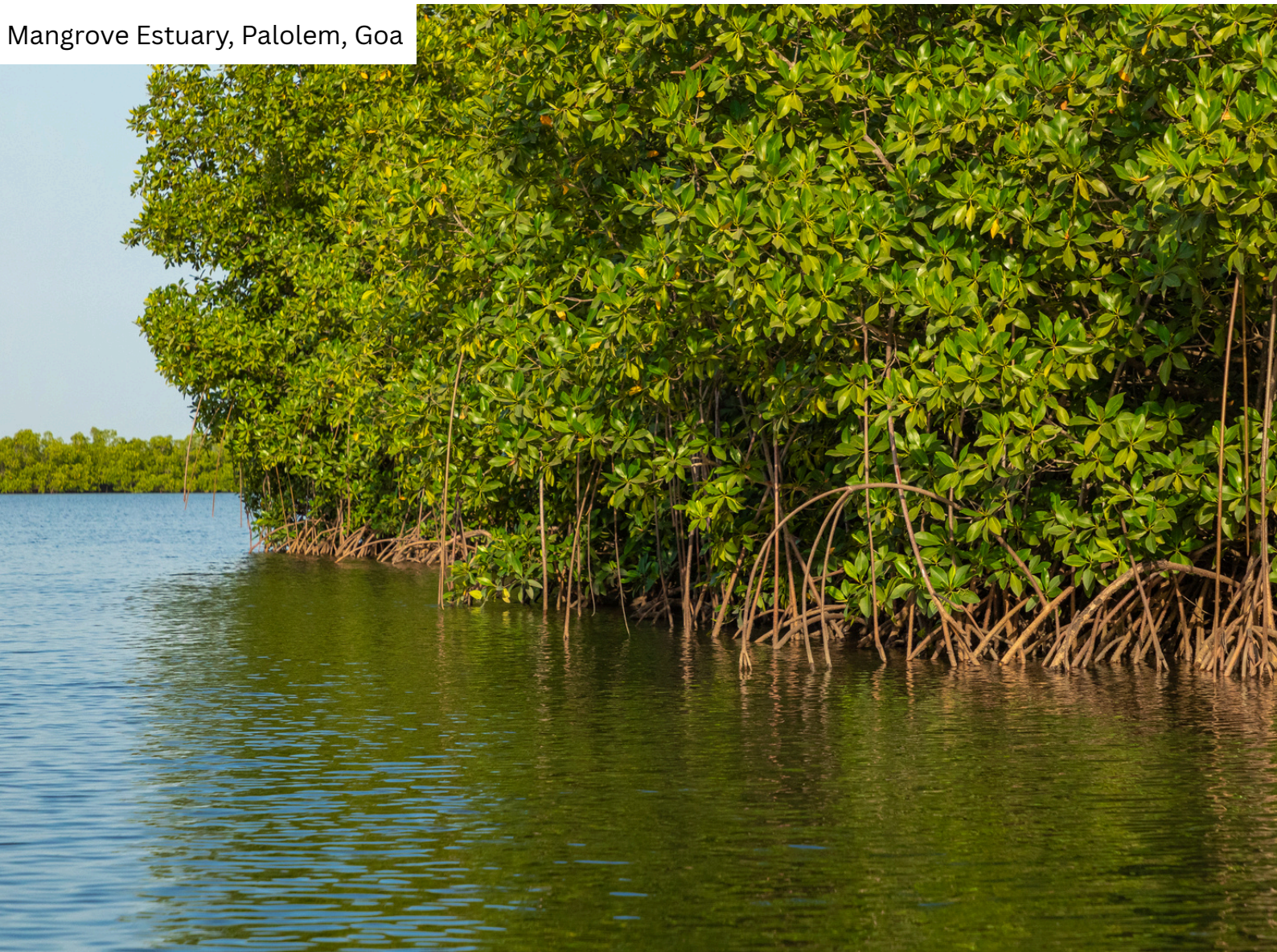
The metropolis of Mumbai

Saltflats, Rann of Kutch, Gujarat

Down south of the Konkan coast, the Arabian sea meets land at Goa, dotted with tidal inlets, rocky shores and coral patches. Around Grande island have coral reefs and make it a hotspot for marine biodiversity, as well as for ocean activities such as scuba diving.

Downstreat of the Mandovi, Zuari and Chapora rivers, mangrove forests are found where river meets the sea. The mangroves serve as crucial breeding grounds for fish, crabs, and prawns, supporting local fishing communities. The coastal waters host species like parrotfish, moray eels, dolphins, and occasionally sea turtles. Coral reefs and underwater rock formations offer habitat for a variety of marine life. Conservation efforts are essential to maintain and protect this delicate marine ecosystem threatened by coastal development, over tourism, and pollution.

Mangrove Estuary, Palolem, Goa



Stretching nearly 330km of the Indian coastline with the Arabian Sea, Karnataka's marine ecosystem is shaped by estuaries, mangroves, beaches and rocky shores. Around Karwar and Kumta, mangrove forests are found at the outlet of major rivers flowing into the sea. 20 kilometers from the temple town of Murudeshwara lies the heart shaped island of Netrani. The abundance of coral reefs here make it a biologically rich area. Groupers, Angelfish, Moray eels, and sometimes turtles and reef sharks can be found here. Scuba diving is a popular activity here and many operators can be seen on weekends with a full boat of people.

Along the region of Dakshin Kannada, the beaches serve as nesting ground for Olive Ridley turtles. This diverse coastal ecosystem has delicately balanced biodiversity and human livelihoods, but faces growing threats from coastal erosion, industrial acvitity, ports, and climate change.

Honeycomb Moray Eel, Netrani

Netrani Island, Karnataka

Scuba diving around Netrani Island

Varkala, Malabar Coast

Boathouses, Aleppy Backwaters, Kerala

And finally, we weave our way down to Kerala. Known by its poetic name - God’s Own Country, Kerala’s coastline - The Malabar Coast stretches across the length of Kerala. The name "Malabar" is believed to have originated from the Malayalam word "mala" (hill) and the Persian/Arabic "barr" (country or coast), meaning "the hill country by the sea."

Shaped by monsoon fed rivers, backwaters. estuaries, mangrove forest and beaches next to cliffs, the Malabar coast is a ecological hotspot, with a warm tropical waters playing host to a variety of marine life. Closer to land, the estuaries are home to juvenile fish, crustaceans and mollusks. Varkala on the Malabar coast is popular with surfers and the surfing events and meets happen here. The Varkala international surfing festival promoted by the tourism department happens here yearly.

Surfing at Varkala, Kerala

With this, we have reached the southern most tip of mainland India, and we arrive at Dhanushkodi, or land's end as I like to call it. Its here that Rama built the bridge to Lanka, and it is here where the Arabian Sea meets the Bay of Bengal, and the Indian Ocean. The 1964 Rameshwaram cyclone - regarded as one of the most powerful storms on record to have struck India left the town uninhabited in its aftermath. And with that, we conclude our journey at land's end, having taken a peek at the western coast line of India. In our next edition of 70%, we will take a tour of the Islands, before we return to the mainland and make our way up the east coast of India.

Remnants of the 1964 cyclone

Dhanushkodi, Land's End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I found this shot while filming the coral reefs in Malapascua. The tranquility and composition of the frame made me feel like I was in an aquarium. @oceanblueimaging

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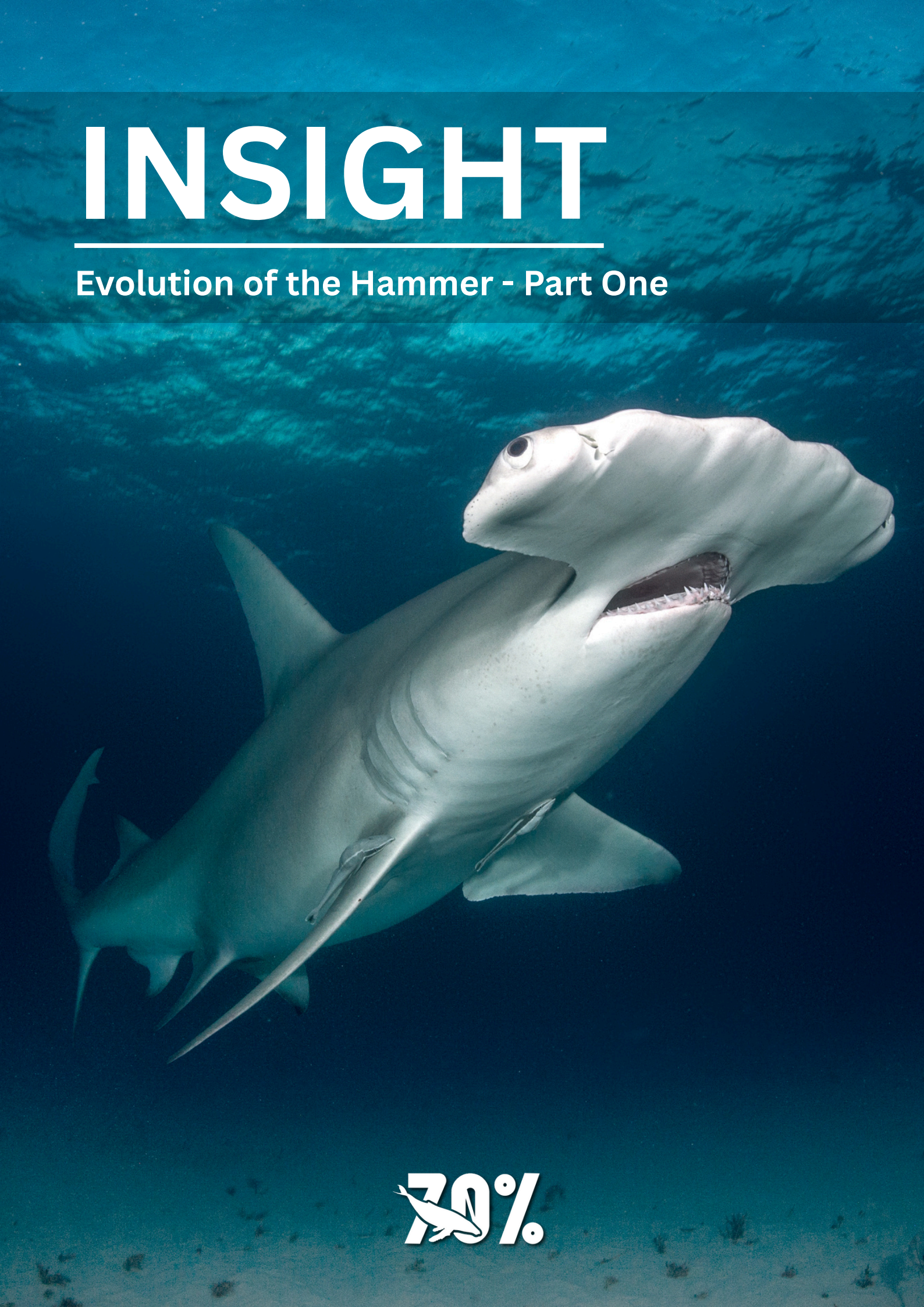
INSIGHT

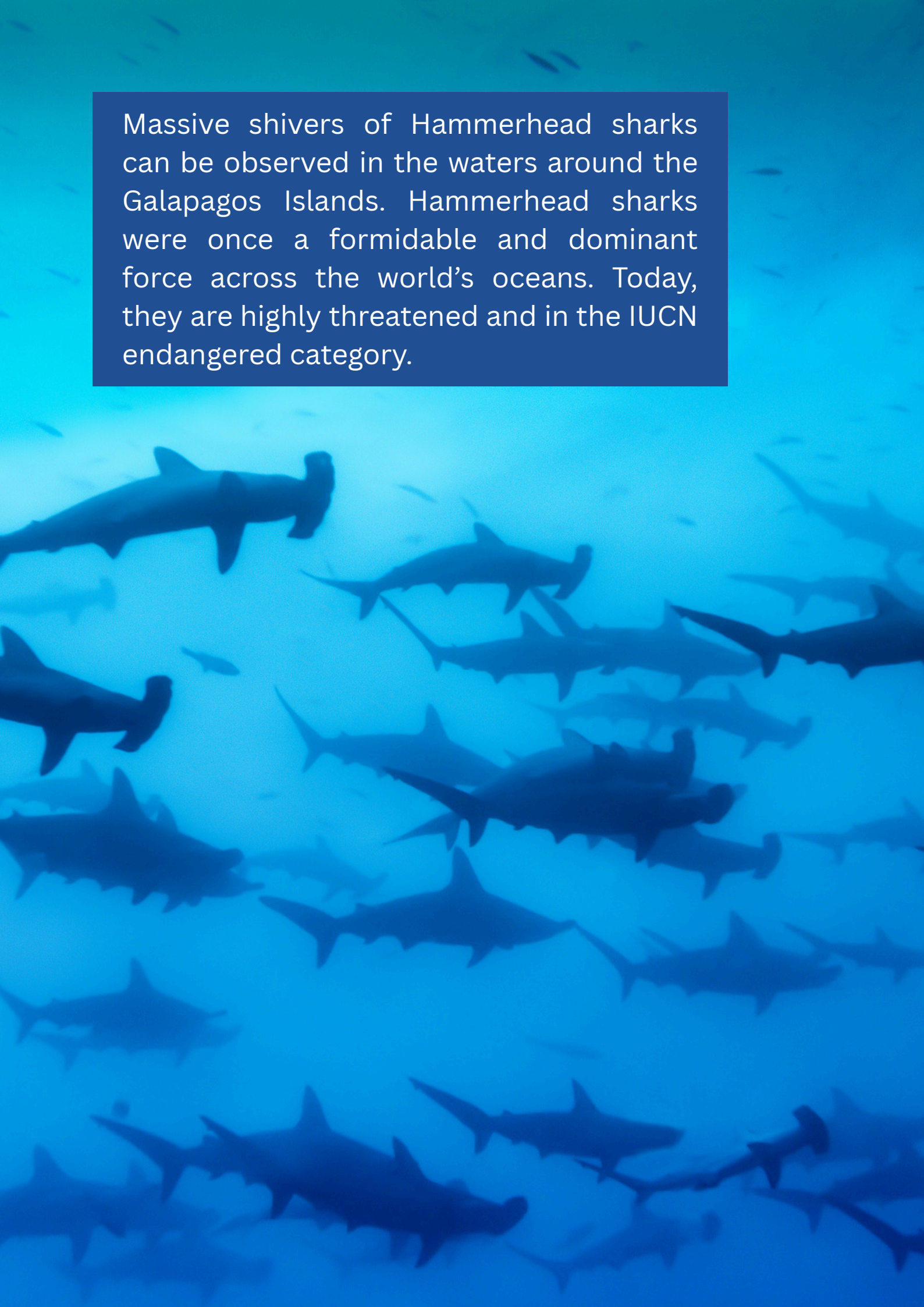
Evolution of the Hammer - Part One



Nearly 20 million years ago, evolution went left-field and created a bizarre species of shark unlike anything it had ever produced before.

The youngest member of a lineage that stretches back to 370 million years and 5 mass extinction events, the hammerhead shark is an evolutionary design that is as distinct as it is advantageous.

One of the key advantages is it’s vision, which we will talk about in part one.



Massive shivers of Hammerhead sharks can be observed in the waters around the Galapagos Islands. Hammerhead sharks were once a formidable and dominant force across the world's oceans. Today, they are highly threatened and in the IUCN endangered category.

Sharks are largely streamlined, with a pointed snout, large pectoral and dorsal fins, and a strong crescent shaped tail. (Great Whites, Mako, or pretty much most other sharks). These kinds of sharks have dominated the seas for hundreds of millions of years.

The Hammerhead, in contrast has a mallet shaped head (aka the hammer), beady eyes at the edges of the hammer, and their body plan is drastically different to existing shark body shape.

The ‘Hammer’ is a bony extension of the shark’s skull. In scientific terms, it is called a CEPHALOFOIL. The size of the hammer varies across different hammerhead shark species.

Hammerhead sharks are predators, just like other sharks. All sharks have a full 360 degree of vertical visual field of view, and a similar vertical binocular overlap. Except the hammerhead.

In the next page, you will see how the binocular vision overlap (the coloured areas) differ for different shark species. As the width of the hammer increases, the binocular overlap increases, giving an exceptional depth perception - an advantage when hunting.

Typical human vision (above)
Typical shark vision (below)

The smallest is that of the Bonnethead shark, and the largest is the Winghead shark, with the hammer being 50% of the body length. All other hammerhead sharks fall between these two extremes.

And what about their vision, given their eyes are so far apart?

Most predators have large binocular vision, to help quickly scan an area. Most prey animals have eyes on the side of the head to quickly spot danger.

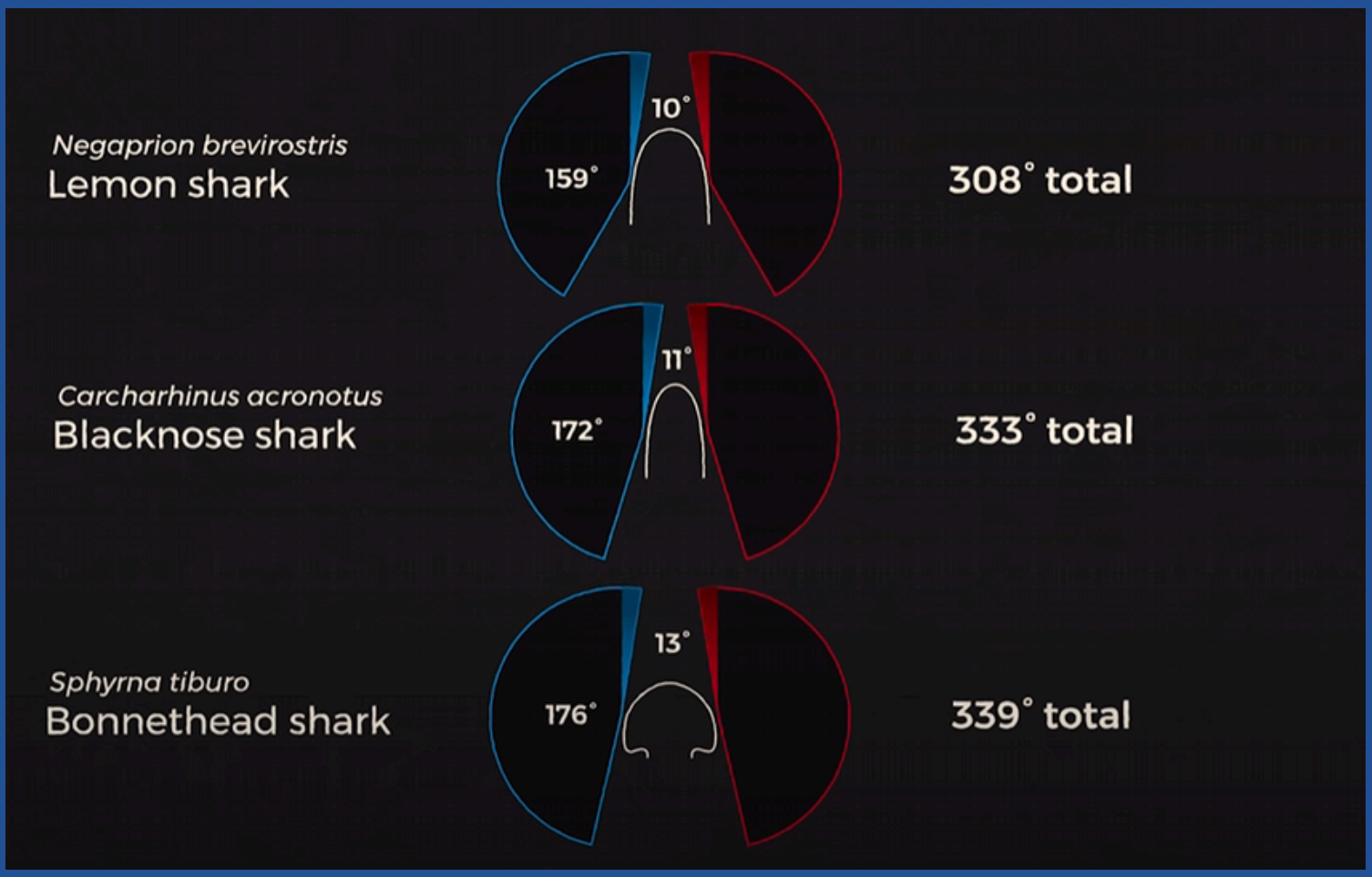
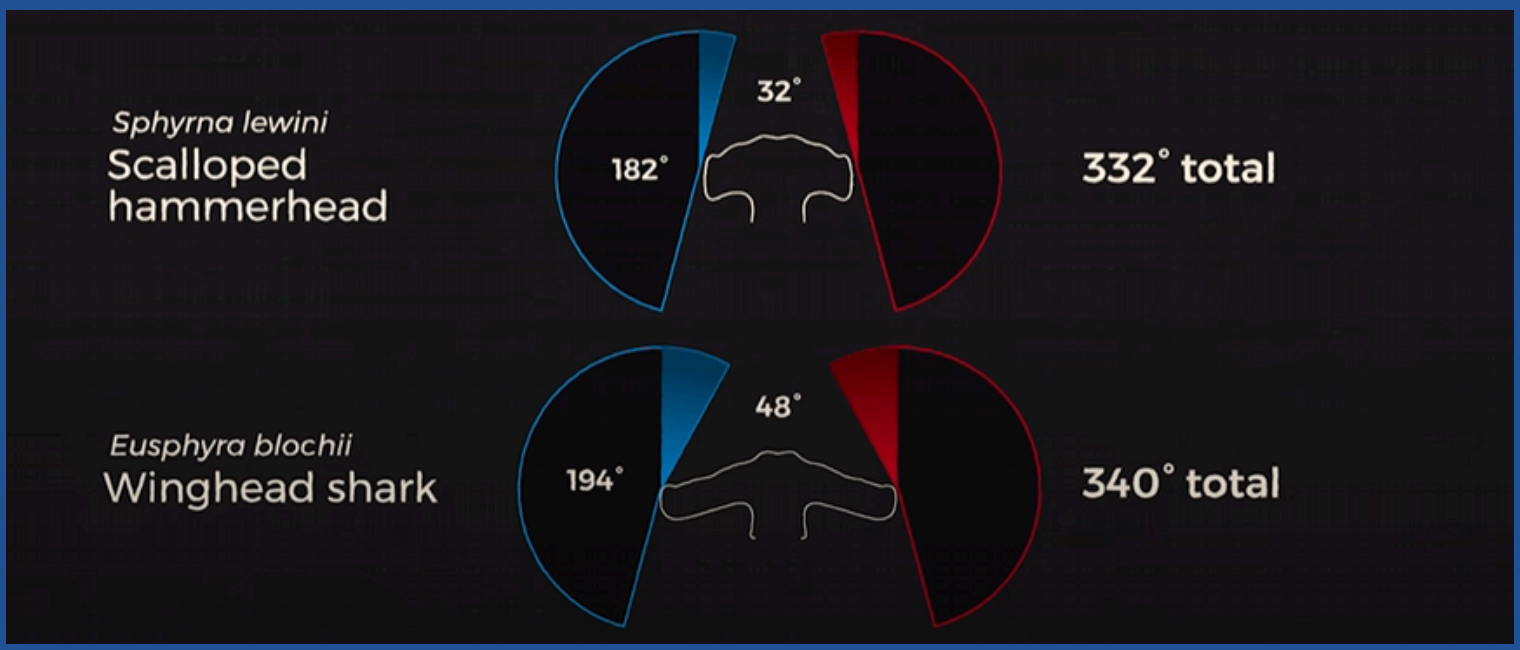


Illustration showcasing the degree of Ocular overlap.
The lemon shark has only 10 degrees of Ocular overlap, the bonnethead shark a modest 13, and the Winghead a massive 48 degrees of overlap, helping with depth perception.



With this evolutionary design from the hammer, the hammerhead shark possesses unique advantages in terms of vision. The location of the eyes at the edges of the hammer gives the shark exceptional depth perception, a useful trait for a predator.

It is no wonder Hammerheads are one of the most effective predators among sharks.

But there is more to the Hammer. Find out in our next issue!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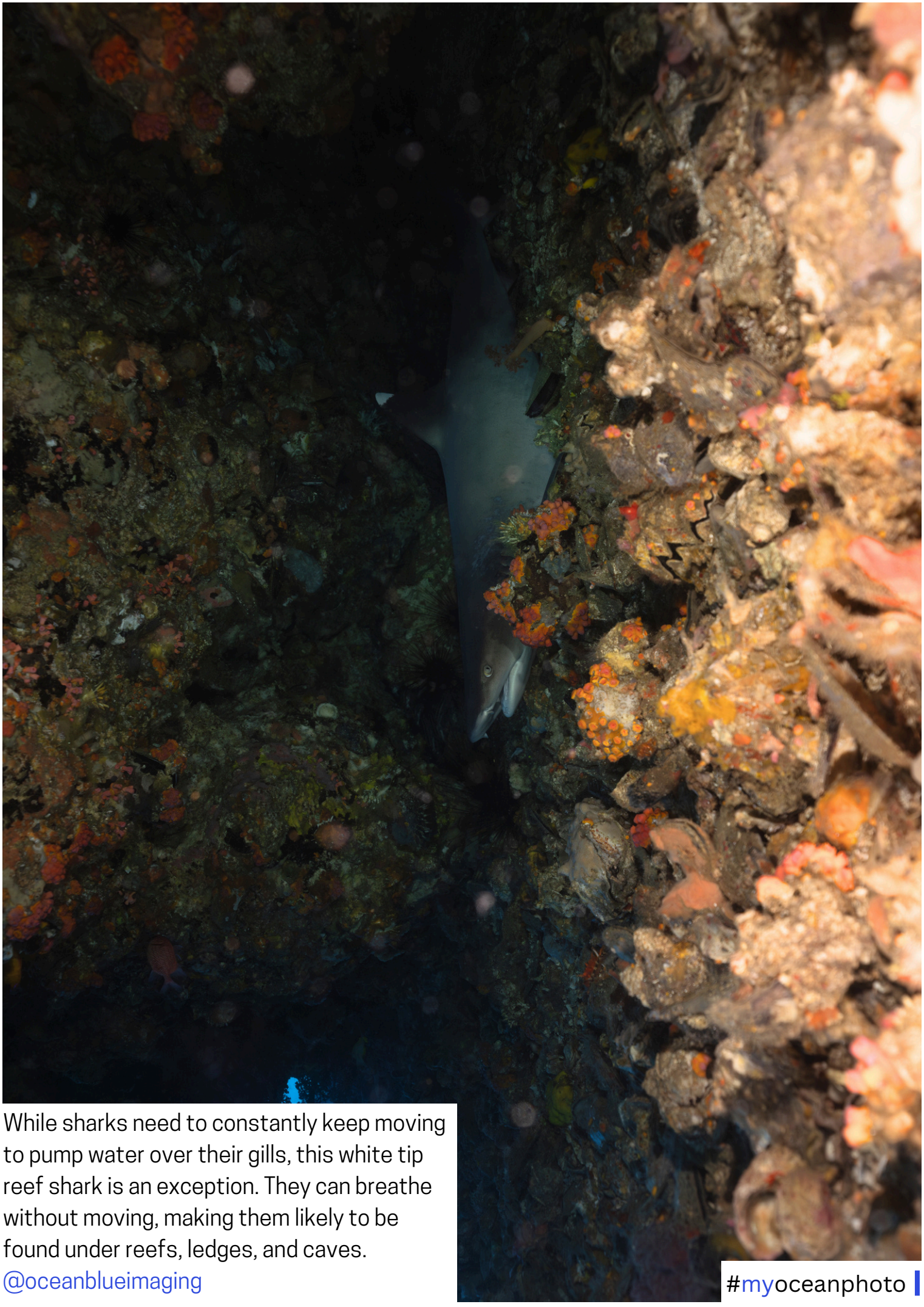

While sharks need to constantly keep moving to pump water over their gills, this white tip reef shark is an exception. They can breathe without moving, making them likely to be found under reefs, ledges, and caves.
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#myoceanphoto

Getting up close and personal with a juvenile Green Sea Turtle. @oceanblueimaging

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Welcome to the OCEAN BLUE Collective

Dear readers, if you have found yourself having arrived at this point, no doubt you have enjoyed the Feature and Insight sections, and you would like to find out about the Ocean Blue Collective.

If I can tell you in one sentence who we are, I would say that the Ocean Blue Collective is a team of creative ocean enthusiasts, scuba divers, and underwater cinematographers passionate about telling stories from the ocean.

We are inspired by the ocean, and we are driven to share ocean stories not just from our ocean travels and adventures, but also ocean stories that are important, and deserve to be heard. Through our stories and creative pursuits, we aim to engage people in conversation on topics around the ocean, and its wonders. Simply put, the Ocean Blue Collective aspires to be a platform where people can come and fall in love with the ocean, and understand, educate, and advocate for the ocean.

The Ocean Blue Collective has four core verticals that we actively focus on. The first core vertical is that of the community.

Throughout history, communities have been the bedrock of any initiatives, and changes. Communities bring people closer together for a common cause, and connect people to an emotion greater than each individual.

The Ocean Blue community is no different. Through our community initiatives, we aspire to bring people closer to care for the ocean and marine life, and initiate discussions around topics of interest and concern around the ocean.

Our community projects and initiatives include:

- The Everything Ocean Podcast
- Ocean Photography Awards
- 70% - The Digital Magazine
- Workshops and Gear

We are focused on bringing stories and information to a wider audience, as well as creating a platform for underwater photographers and enthusiasts.

The second core vertical is focused on building bridges and collaborating with various Ocean people, communities, and businesses.

The main aim of our collaborations is to support changemakers - the people who put their time, effort, and spirit to a cause. The Ocean Blue Collective supports artists, educators, and community builders to achieve their mission by giving them a platform to showcase their work to a larger audience and providing support to on-ground initiatives.

Discover more about these collaborations on our online store at oceanblue.shop

Collaboration with Brown Buddies - for women of the Ocean.

Our third vertical is that of creative story telling. As a team of underwater videographers and adventure travelers, our creative productions are focused on telling underwater stories. We observe, listen, and film, and we thrive to inspire, and get inspired. We believe that by telling our stories from the ocean, we can shine a light on the beauty of the ocean, the challenges it faces, and help to preserve it.

Check out some of our short films and montages on our Youtube channel @oceanblueimaging, or on our website at www.theoceanbluecollective.com/filming Do check out our filming and imaging page on instagram @oceanblueimaging

Our final vertical is that of travel and filming expeditions. Our idea of travel is slow, experiential, and not always about scuba diving, (but will always have a filming aspect to it!). We are building our travel vertical intentionally, with the aim of providing an experience that not only connects people to the ocean, but provides something more, something that can be unique and will give our guests that feeling of having achieved something and feeling satisfied.

While we build on this, we look forward to having guests on our filming expeditions. If you are inclined to join us, shoot us a message and we will be happy to have you onboard one of our future filming expeditions without extra costs.

And before you leave you to it, here's a sneak peek at our core team!

Suhas Shyamsundar
Scuba diver,
UW Cinematographer

Jerry Joseph

Scuba diver,
Shop Operations

Aishwarya Kiran
Scuba diver,
Travel & Filming

Suhas Shastry
Scuba Diver,
Aerial Cinematography

Shruthi Sridhar
Business Analyst

Discover more at
www.theoceanbluecollective.com

‘Bangkas’ on the surface of the water. These traditional Filippino boats are used by most dive centers for dive sites that are further away from the island. These boats are at Kimud Shoal, Malapascua, waiting for divers to come back. @oceanblueimaging

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