

BRIEF PROFILE OF K. SRINIVASAN



K. Srinivasan (59), presently Founder and CEO of Prime Point Public Relations (P) Limited and Prime Point Foundation, Chennai.

PROFESSIONAL BACKGROUND

He has served Indian Bank and Corporation Bank for more than 25 years in different capacities and set up a Public Relations Department in Corporation Bank at Delhi during 1988. He was associated closely with the building up of brand image of Corporation Bank till 1998. During 1998, he took VRS to start a Public Relations and Image Management advisory service.

PRIME POINT PUBLIC RELATIONS (P) LIMITED

Prime Point Public Relations P Limited provides Comprehensive Image Management Solutions (CIMS) which includes Internal communication, Image Audit, Media Relations, Crisis Communication, etc.

He has conceptualized **Image Audit**, a tool to study the 'hidden perception' of internal and external stakeholders. He is one of the specialists on Social Media and Corporate Podcasts.

He has handled very prestigious Organisations like Indian Bank, Anna University, LIC of India, Confederation of Indian Industry, Bureau of Indian Standards, Public Services International, Consumers Association of India, besides many leading Private Sector organizations, as a 'Strategic Communication consultant'.

PRIME POINT FOUNDATION

During 1999, he incepted Prime Point Foundation, a non-profit trust to promote public relations and communication awareness amongst the corporates, managements, students, etc. along with Mr S Narendra, former Information Advisor to Prime Ministers. The Foundation has been organising various workshops, seminars, trainings to various target groups and many eminent personalities and professionals are associated with this Foundation. The Foundation also publishes Podcast Magazines 'PodUniversal' and e-magazine 'PreSENSE'.

VISITING FACULTY

Besides being a Strategic Communication and PR Consultant, he has a passion for teaching and training. He is also a professional speaker on the topics of communication, branding, image audit, crisis communication, Social Media, Presentation skills, Business Communication, etc. He is a visiting faculty to the following Institutions

- Symbiosis Institute of Mass Communication, Pune
- Anna University for Media Science Department and Business School
- Madras University for Mass Communication Department
- ICFAI University – teaching Business Communication for MBA
- Reserve Bank of India Training College
- Indian Bank Training College
- National Institute of Bank Management
- LIC of India

FOUNDER OF THE FOLLOWING ORGANISATIONS

- Public Sector Public Relations Forum, Tamilnadu
- Prime Point Foundation
- Chennai PR Club
- New Media Forum
- Cyber Society of India (Co-Founder – presently member of the Board)
- India Vision Club (internet group)
- Action 2020 Team (with 30 youth organisations)

OTHER ACADEMIC SERVICES

- Guide to students of various Colleges / Universities for projects on 'PR and Corporate Communication'
- Member of 'Board of Studies' of "Symbiosis Institute of Media and Communication (SIMC), Pune", Asia's premier Institute on Communication and journalism.
- Member of the Board of Studies of Madurai Kamaraj University for Communication and PR related subjects.
- Convenor of Board of Studies for Communication related courses at Bharatiya Vidya Bhavan, Chennai Kendra.

PUBLICATIONS

- Ananda Vikatan, No 1 Tamil weekly magazine carried his seven part article on "Seven steps for success" in Tamil and this has been published as a book by Vikatan Publications. This is one of the top selling Tamil books.
- Presently he is writing a book on Public Relations and Corporate Image Management in the Indian context to be published shortly.
- He is the Publisher and Chief Editor of India's first Corporate ezine "PR-e-Sense", an online monthly publication circulated globally. (50 issues up to April 10)
- He is also the publisher of another ezine "Vandemataram", for the youth of India focusing on India Vision 2020.
- He is the Publisher and Chief Editor of India's first PodMagazine 'PodUniversal', one stop shop for podcasts on all subjects.

AWARDS AND RECOGNITIONS

- Recipient of Bank of Baroda Award for "creating PR awareness amongst the Public Sector organisations in Tamilnadu" during 2000
- In recognition of the contribution to the cause of Public Relations, Marquis Who'sWho, a reputed American publishers of 'who is who' of world personalities have included the name of Srinivasan from Jan 2004 and has termed him as "*Image Audit Guru*"
- He is in the panel of CII and other Management bodies for appointment as "Independent Director" under Clause 49
- He is the Chairman of "Expert Committee" constituted by Public Relations Council of India (PRCI) to study and recommend procedures for Accreditation of PR professionals in India.
- Global Forum for Public Relations (GFPR) honoured him with 'Golden Triangle Award' for pioneering in on-line PR and using Social Media on 21st April 2007
- Recipient of 'Gold' Award from Association of Business Communicators of India for the ezine PR-e-Sense under Corporate ezine category in Jan 2008

- Communicator of the Year Award from Public Relations Council of India at Bangalore during March 2008

WEBSITES MAINTAINED

Professional Sites for Communication, Media and PR

- www.prpoint.com
- www.primepointfoundation.org
- www.imageaudit.com

Publication of PodMagazine and Ezine Sites

- www.poduniversal.com
- www.corpezine.com

Professional Blog sites

- <http://prpoint.blogspot.com>
- <http://corporatepodcast.blogspot.com>
- <http://corporatespeakers.blogspot.com>
- <http://pricons.prpoint.com>
- <http://pr-discussions.blogspot.com>

India Vision and Community services related sites

- <http://www.indiavision2020.org>
- <http://indvision2020.blogspot.com>
- <http://www.action2020.co.cc>
- <http://www.elf.co.cc>

INTERNET GROUPS MODERATED

- 'Image Management group' with more than 2000 global communication professionals (Second largest discussion group on PR in the world on PR)
- 'Prpoint group' with more than 1200 Indian communication professionals (India's largest discussion group on PR)
- 'Chennai PR Club group' with more than 100 Chennai based PR professionals
- 'New Media Forum' with nearly 400 Indian Media professionals
- "India Vision 2020" with nearly 3500 Indian youths
- 'TheHRgroup' with more than 800 Indian HR professionals
- He is a 'Social media evangelist' promoting the proper use of social media for the corporate advantage.

CONTACT

K. Srinivasan, 14 (Old No 8), Wason Street, T Nagar, Chennai 600017

Phone : 91 44 2814 4285 / 91766 50273

E Mail ceo@prpoint.com or prpoint@gmail.com