

BRIEF PROFILE OF K. SRINIVASAN



K. Srinivasan (63), presently Founder and CEO of Prime Point Public Relations 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

Prime Point Public Relations, a communication consultancy 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 and measure the 'hidden perception' of internal and external stakeholders. The communication professionals consider him as 'Image Audit Guru' for conceptualising the perception audit. 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 two -magazines 'PreSENSE and New Gen Thamizhan.

SANSAD RATNA AWARDS

The Foundation has instituted Annual Awards from 2010 to honour the top performing Lok Sabha Members, popularly known as 'Sansad Ratna Awards'. Sansad Ratna Awards 2013 were presented to 6 top performing MPs from different parities and states on 20th April 2013 in the presence of Dr K Rosaiah, HE The Governor of Tamil Nadu at IIT Madras. Sansad Ratna Awards 2014 were presented to 8 top performing MPs of 15 Lok Sabha during Feb 2014 by Mr N Gopalswamy, Former Chief Election Commissioner of India. This Award has become nationally popular. The Award winners have proudly mentioned about this Award in their websites and social media platforms.

In the latest book titled "A Manifesto for Change- A sequel to India 2020", Dr APJ Abdul Kalam has made a reference about Prime Point Srinivasan and also appreciated the concept of 'Sansad Ratna Award' to honour the top performing Parliamentarians.

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, Indian Parliament and Democracy, 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
- Satyabhama University
- ICFAI University - for teaching Business Communication for MBA
- Reserve Bank of India Training College
- Indian Bank, Indian Overseas Bank and Canara Bank Training Colleges
- National Institute of Bank Management
- LIC of India
- Tamil Nadu Police Academy

FOUNDER OF THE FOLLOWING ORGANISATIONS

- Public Sector Public Relations Forum, Tamilnadu (presently member of the Advisory Board)
- Prime Point Foundation
- Chennai PR Club
- New Media Forum
- Cyber Society of India (Co-Founder and Past President)
- India Vision Club (internet group)
- Action 2020 Team (with 30 youth organizations - Dr Abdul Kalam is the Chief Mentor)
- Education Loan Task Force (ELTF)

OTHER ACADEMIC SERVICES

- 'Senate Member' of Middle East University, UAE (2012-13)
- Guide to students of various Colleges / Universities for projects on 'PR and Corporate Communication'
- Served as a Member of 'Board of Studies' of "Symbiosis Institute of Media and Communication (SIMC), Pune", Asia's premier Institute on Communication and journalism.
- Served as a Member of the Board of Studies of Madurai Kamaraj University for Communication and PR related subjects.
- Convenor of Board of Studies for "Business Communication Course" at Bharatiya Vidya Bhavan, Chennai Kendra.
- Programme Director for the "Skill based business communication course" held by Bharathiya Vidya Bhavan, Chennai.

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. (61 issues up to April 2012)
- He is the Publisher and Chief Editor of India’s first PodMagazine ‘PodUniversal’, one stop shop for podcasts on all subjects. He is one of the top podcasters in India with nearly 300 audio and video podcasts at his credit.
- He is also the Editor in Chief and Publisher of monthly Tamil Ezine ‘New Gen Thamizhan’, exclusively for youth.
- Publishing Kindle books on Communication related topics.
- Popular blogger on social themes, communication, politics.

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 was 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
- Public Relations Society of India (PRCI), Hyderabad awarded first prize to ezine Pre-Sense and the prpoinit discussion group for the contribution to PR and Communication education in August 2010.
- Jury for the prestigious International ‘Gold Quill Awards 2012’ for Corporates set up by International Association of Business Communicators (IABC)

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://www.sansadratna.in> (Sansad Ratna Awards)
- <http://www.prpoint.in> (communication blog)
- <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.in>
- <http://www.eltf.in>

On Indian Parliament and Democracy

- www.sansadratna.in
- www.primepoint.in

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 1500 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 3800 Indian youths
- Action 2020' Group for youth organizations engaged in social service.
- Education Loan Task Force (ELTF) group for the volunteers of ELTF
- 'TheHRgroup' with more than 1000 Indian HR professionals
- He is a 'Social media evangelist' promoting the proper use of social media for the corporate advantage.

CONTACT

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