

Ideas to Institutions

75 Years Journey of a Visionary



Written By
Advocate Priyadharshni Rahul

From The House of Prime Point Foundation

Dr. A.P.J. Abdul Kalam
Former President of India



10, Rajaji Marg
New Delhi-110011

FOREWORD

I am very happy to know that the PreSense monthly ezine published by Prime Point Foundation is bringing out a book based on some of the unique articles, interviews and events published in its editions so far since from March 2006. The 100 issues of the publication have gone through an eventful journey, focusing on knowledge capture and important knowledge dissemination. I recollect my direct association with PreSense in July 2008, when I launched the cartoon character, 'Prince', created exclusively for PreSense.

I see PreSense continuing in its journey under the mentorship of Prime Point Srinivasan, maintaining its status as a must-read ezine, in the fast moving and evolving world of communication, knowledge and connectivity.

I congratulate the Editorial Team of PreSense for bringing out the 100th Edition as a Collector's Digest.

28th May 2015

A.P.J. Abdul Kalam
A.P.J. Abdul Kalam
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Prime Point Foundation - Launch - Dec 1999



25th Anniversary - 2025 - With team



Ideas to Institutions: 75 Years Journey of a Visionary

Ideas to Institutions

75 Years Journey of a Visionary



Written By
Advocate Priyadharshni Rahul

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Introduction

Foreword From Dr. APJ Abdul Kalam For The PreSense100

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FOREWORD

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28th May 2015

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Dedication



*To Lord Sri Krishna, the Almighty, my eternal guide and strength.
Like the flute that sings only through His touch, this book flows
through His divine will. May it serve as an offering at His feet and
illuminate minds with wisdom and purpose.*

🙏 Jai Shri Krishna! 🙏

Authors Profile



Priyadharshni Rahul, Supreme Court Advocate with dual degrees in Political Science and Law plus a master's in psychology, Editor of PreSense and President of Prime Point Foundation, Digital Journalists Association of India, and Next Gen Political Leaders. A distinguished achiever from childhood—Duke of Edinburgh Award, President's Award, Prime Minister's Award for leading Tamil Nadu NCC at Republic Day 2005, and India's Youth Ambassador to UK—she has authored six books and received multiple recognitions, including the Dr Abdul Kalam Award of Excellence. She is a motivational speaker and writer. She has authored 7 books, including this book. She has received several awards including Dr Abdul Kalam Internal Award and PRCI's National Award as Young Visionary. India Book of Records (IBR) has also recognised her services and included her in the world records.

She is also the Standing Council for Municipal Corporation of Delhi and New Delhi Municipal Corporation. She is one of the busy advocates in Delhi. She has been assisting many senior Parliamentarians, including Chairmen of Joint Parliamentary Committees on legal matters.

She is currently pursuing a PhD in Indian Parliamentary democracy.

Prime Point Foundation: 25 Years of Empowering India's Youth



**PRIME POINT
Foundation**

Since 1999, Prime Point Foundation has been helping young Indians become better leaders and communicators. Founded by Shri K Srinivasan, a former banker turned digital journalist, this non-profit organisation has grown into one of India's most respected youth development platforms.

The Foundation runs five key programmes that make a real difference:

eMagazine PreSense - Started in 2006 on Dr APJ Abdul Kalam's suggestion, this digital magazine promotes positive journalism. With 220 editions published till June 2025 and recognition from the India Book of Records, it includes the popular cartoon character Prince, which Dr Kalam himself launched in 2008.

Sansad Ratna Awards - Since 2010, these prestigious awards honour India's best-performing MPs and Parliamentary Committees. Dr Kalam inaugurated the first ceremony, and over 15 years, 143 Awards have been presented. The India Book of Records acknowledges this as the largest parliamentary award programme run by civil society.

Next Gen Political Leaders - This programme trains young people who want to enter politics, connecting them with experienced Ministers and MPs through workshops and mentoring sessions.

Education Loan Task Force - Helping students and families understand education loans since 2010. The team has answered over 30,000 questions and helped resolve 5,000 serious complaints with banks.

Digital Journalists Association of India - Training journalists to adapt to the digital age, including AI through workshops and seminars with industry experts.

All programmes are run by passionate volunteers and focus entirely on helping young people succeed. Prime Point Foundation proves that dedicated efforts can create lasting change in Indian democracy and society.

Author's Note

It is with immense gratitude and humility that I pen this biography of Shri Prime Point Srinivasan, my mentor, guide, father figure and dear friend. This year, where Srinivasan sir is entering his 75th year, his e-Magazine PreSense has completed 20 years, his unique initiative Sansad Ratna has completed 15 years, and his concept of Digital Journalist Association of India has completed 10years, I couldn't ask for a better time to write on him. When I first embarked on this journey of documenting his life, he was hesitant, even resistant to the idea. He is glaringly the person who doesn't desire personal recognition. Srinivasan Sir has always been a silent worker—a **Karma Yogi**, whose actions speak louder than words. He has quietly yet profoundly shaped the lives of many, including myself, as an angel guardian. It took many conversations, much persuasion, and, at times, gentle insistence, before he finally gave his thoughts and blessing to this biography.

So why did I choose to write about him? What prompted me to pen this extraordinary journey of his, and what is so extraordinary? The answer lies 'simply in simplicity' and not as simple as it sounds. Staying simple keeps you grounded, staying grounded teaches you to think, thinking right teaches you to grow, as you grow you rise steadily, stability gives you self-confidence, and self-confidence gives you

satisfaction, and satisfaction gives you that inner peace we run for!! So, the run for our inner peace starts from staying simple, and he has proved this theory right in all ways. In this realisation that his life is a beacon of humility, wisdom, and service to the nation at large, I was desperate to write on this one of those rare individuals who defies expectations, combining with a vast wealth of knowledge, a willingness to embrace new ideas, even technologies like Artificial Intelligence and the wish to share. In today's world, from 'share is to care' we have reached 'share is so rare'. His story will be an eye opener and a reference point to us at many instances in our lives as to how to handle things effectively, simply!

This book will truly justify these grandiose claims about Srinivasan Sir, for he is living proof of an irrefutable truth: **that any idea, when executed consistently and for the benefit of the larger society**, can become a movement, even a history when believed. His initiatives, from the Sansad Ratna Awards to the digital magazine *PreSense* and the Education Loan Task Force (ELTF), all began humbly. Yet today, each of these has evolved into a national movement, touching lives, creating awareness, and inspiring generations.

Through his work one learns the invaluable lesson that progress is not about immediate rewards or flashy recognition; it is about relentless pursuit of a vision, no

matter how small the steps might seem at the outset. When recognition becomes the criteria to work for a cause, then the cause fades in due course, hunting for recognition.

His approach to leadership has had a profound impact on me. He has mentored countless young people with patience, compassion, and an unwavering belief in our potential. I have had the privilege of being a part of his journey for over 15 years, and in that time, I have witnessed firsthand how he remains calm and balanced, whether facing success or failure. His three guiding principles—**"Aaj hona, abi hona"** (anything good must start now), **"With you, without you, and in spite of you"** (resilience in the face of adversity), and **"One step forward, no step backward"**—have been the foundation of everything he does.

I have been fortunate to walk alongside him, learning invaluable lessons about leadership, commitment, and the importance of focusing on the greater good rather than personal accolades. He works tirelessly, despite having issues with his eyes and aging calls, but his vision is concrete steady and clear and this learning I felt will be a boon for the younger generations to learn and adapt. For Srinivasan Sir, his major focus is about the impact his work has on others, and he draws energy from there. I have learnt from him that success is not about reaching the destination quickly but about the path you take, the lessons

learned, and the lives you touch along the way. Throughout these years, I have come to admire his ability to navigate through challenges with grace.

Writing his biography has been a dream for me and the process has been deeply emotional. It is not just about recounting the milestones of his life but about sharing the essence of who Srinivasan Sir truly is a visionary who lives simply, serves selflessly, and creates change that echo across time. This book is my tribute to him, and I feel it is my duty to share his insights, his wisdom, and his legacy with the world, especially with the younger generation that can benefit from his unique combination of humility and visionary thought.

I am very grateful to all the esteemed contributors who have shared their views on Srinivasan sir, owing their busy schedule. I am so very grateful to Ramesh Sundaram Sir for his hands on editing and last but not the least, Rahul Bhandari, my husband who has given the skies to my wings, in all walks that I chose to explore!

Jai Hind.

Advocate Priyadharshni Rahul

Author

July 2025

Ideas to Institutions: 75 Years Journey of a Visionary



***My humble dedication
to my mentor***

Chapter 1: Early Days Rooted with Purpose and Dreams

A Village Called Therizhandur

I still remember vividly the day I sat down to speak with Srinivasan sir, whom we fondly call Prime Point Srinivasan. The serene warmth in his voice took me back to a small village named Therizhandur, tucked away in the lush, green delta regions of old Thanjavur district. Listening to him speak transported me to those simpler times, a world so far from the bustling Supreme Court corridors I navigate daily. It was here, amidst sprawling paddy fields and gentle whispers of coconut palms, that his extraordinary journey began. Every time I speak of his village and childhood, sir (as I call him) never disappoints in getting that sparkle in his eyes that runs him immediately to those pages of his past.

Humble Beginning

Born in a humble Brahmin family with limited means, Srinivasan sir grew up without the comfort of educated parents. His father was a village headman—a hereditary role passed down from the days of British rule. Though his father's formal education concluded with an SSLC, he had an exceptional grasp of English. Srinivasan sir often mentions with pride, "My father used to write flawless letters in English", a skill rare and cherished in those days. Perhaps, it was from here that he first understood the value

of education and communication. Being a headman of a village demands immense efforts in ensuring empathy, unity, clear and simple communication and the well-being of the villagers and the village, which exactly Srinivasan sir has imbibed from his parents.

Natural Leadership and Early Ambitions

From his earliest days, sir could remember, he was naturally inclined towards leadership and organisational skills. He fondly recalled how, as a small boy, he had



formed the "Kambar Siruvar Sangham," named after Kambar, the legendary Tamil poet hailing from the same village. Adding another pride, he holds for his village is the fact Kambar, who had written Ramayana in Tamil, was also born in his village. This paved way to Srinivasan sir to naturally have liking for Tamil literature and be culturally

woven. He loved to read, write and communicate since childhood. The sheer excitement in his voice when as a child, he described listening to children's programs in All India Radio and used to send reviews on those programs and waited with bated breath for them to be read out, as only the best reviews are read! While Srinivasan sir was explaining this to me, he was typically a 7-year-old boy by heart and that moment was so intensely infectious. It was clear that child still remains a child with its strong opinions

to be put with no fear. He was destined to be an influencer and communicator since inception!

Quest for Sacred Knowledge

Sir's passion for knowledge transcended conventional schooling. He mentioned with genuine humility how, as a young boy, he attended a local Veda Patasala and memorised the thousand hymns of "NalayiraDivya Prabandham," a sacred collection revered by the Vaishnavite community. Yet, despite his affinity with the sacred texts, intense prayers and spiritual practices, his heart was wondering with a dream to secure a college seat somewhere far ahead—in Madras Institute of Technology (MIT). The seed of this dream was planted by his cousin, who studied there. To young Srinivasan, MIT was not just a prestigious institute; “to my understanding it represented hope, aspiration, and the promise of a brighter future”, said sir. As we know, educational counselling, awareness or guidance was unknown to those young minds born in early 1950's, it was mere instinct and inspiration that drove kids of that era to reach to their dreams.

Unwavering Family Support

As he spoke of his grandparents, his eyes glistened with deep emotion. His maternal grandparents dedicated two precious years of their elderly lives, shifting with him to Mayavaram (now known as Mayiladuthurai) to support his higher education at National High School. At an age when

others rested comfortably at home, his grandparents lovingly rented a small house, guiding and supporting him through crucial years. "They nurtured my dream as their own," he reminisced, his voice soft with gratitude. The immense respect and depth in his conversation is a testimony to how loving and dedicated his grandparents were to the young minds' dreams! Unfortunately, this generation of grandparents and grandchildren are gradually missing that selfless love and care for each other.

Today, In the world of busy life what we miss is life itself!

Academic Excellence and the Dream of MIT

The intensity of his ambition became palpable as he described preparing meticulously for his SSLC exams. Srinivasan sir not only secured excellent marks but also ranked among the top 500 students in the state, earning him the coveted National Merit Scholarship. This recognition was more than just financial aid—it was an affirmation of his potential, a stepping stone towards his cherished goal. He was now all set to live his dream of being a postgraduate of MIT. His late night studying and his relentless determination have gained him the National Merit Scholarship, and he was awaiting a call from MIT, Chennai.

Heartbreaking Disappointment

However, life sometimes has its own plans. Even though he excelled academically at the prestigious St. Joseph's

College in Trichy—majoring in Physics with Mathematics and Chemistry as ancillary subjects—the path he so fervently pursued did not lead to MIT. Instead, in a cruel twist of fate influenced by the socio-political landscape of that era, he was denied admission. At that moment, he felt the ground beneath him give way.

Listening to him recount this moment, I felt a deep ache. I asked him how he dealt with such disappointment, especially as a young boy from a rural background who had tirelessly nurtured this singular dream. His response was poignant, yet incredibly inspiring: "I was devastated. My entire world revolved around MIT. Being denied was not just a rejection of my application, but not of my very identity and aspirations." For a young adult boy to understand failure and not fade in depression is not a normal thing. For someone like Srinivasan sir who has never seen any failure till then and who has never given up on any challenges, suddenly faces a time where his dreams crumble like a pack of cards. That moment would have torn his heart apart but still understanding that this can't change his fate and this is not the end to his potential proves what a born leader he is.

The Role of Friendship and Mentorship

It was here, amidst this profound disappointment, that he realised the absence of mentorship. In today's age, young minds have countless mentors at the click of a button. But

for Srinivasan sir, growing up in a small village in the 1960s, such guidance was elusive. It was during these critical moments that his friend Jagannathan emerged as an unwavering pillar of support. He reminded Srinivasan that life, though filled with disappointments, is also abundant with new beginnings. He gave Srinivasan sir a lot of emotional support and triggered the best side of his potential as a great friend. At a darkest place, a slight beam of light can light it bright, all we need to notice is to focus on the light and not the darkness!



Jagannathan and Srinivasan in 1974

Redirected Paths

Disheartened but resilient, Srinivasan sir joined an MSc Physics course at National College, Trichy. Yet, his heart, still tethered to the broken dream of MIT, could not sustain this compromise for long. He couldn't focus and he felt he was not meant to be there. Eventually, he discontinued the course, understanding clearly that his calling lay elsewhere.

Reflecting on these experiences, he shared with me an insight that profoundly moved me: "Failures and disappointments, though painful, are vital teachers. They mould us, shape our character, and redirect us towards our true calling." As he narrated this, I could sense the depth of emotions in his voice, of dreams unfulfilled yet beautifully transformed into new ambitions.

Overcoming Insecurity and Staying Focused

I asked him about managing the stark transition from a small village to a prestigious city college. Did he feel insecure or overwhelmed? With remarkable clarity, he replied, "The dream of MIT was so strong that I had no space left in me for fear or insecurity. My goal consumed me wholly, driving me forward relentlessly."

It struck me deeply how, despite coming from modest beginnings and facing considerable setbacks, Srinivasan sir's spirit remained unbreakable. His story illuminated an essential truth: that dreams, when fiercely nurtured, hold

the power to overcome even the most profound disappointments.

As our conversation wrapped up, I felt an immense sense of admiration and pride for my mentor. Here was a man who, as a young boy from Therizhandur, had dared to dream big, faced bitter disappointments head-on, and still emerged undaunted, laying the foundation for an extraordinary life that would touch countless others, including mine.

In listening to Srinivasan sir's journey, I was reminded that sometimes our greatest setbacks become the foundation for our most remarkable achievements. And for Srinivasan sir, this was only the beginning of an extraordinary story waiting to unfold.

Chapter 2: The Chosen Person and the Unchosen Office

New Beginnings and Unexpected Opportunities

Reflecting upon Srinivasan sir's life, I am always fascinated by the quiet dignity with which he embraced every challenge and opportunity that came his way. At any given situation of contingency his patience is the master that guides him take the optimal decision. His professional journey, though marked by initial reluctance, turned out to be transformative. After the crushing disappointment of not joining the Madras Institute of Technology and discontinuing his MSc, young Srinivasan faced an uncertain future. Due to the Nationalisation of banks, in those days, Public Sector banks were recruiting staff members in 1970s in large numbers. Srinivasan applied for a clerical job in the Indian Bank and joined as a Clerk at Teynampet, Chennai Branch in 1973. Having realised that banking was his future career, he aggressively started preparing for CAIIB (one of the toughest examinations for banking professionals). Within two years, he completed all the papers, except for two papers, which included a paper on 'Foreign Exchange'. Smilingly, Srinivasan told me, "I made seven attempts to complete this paper".

It was at this juncture that his dear friend Jagannathan again stepped in, becoming instrumental in shaping his destiny.

Jagannathan's Guiding Hand

Jagannathan (a brilliant person, who later became an Internationally renowned Physics Professor) was more than a friend—he was a guiding force who saw Srinivasan's potential even when Srinivasan himself was uncertain. It was Jagannathan who first suggested applying for a position as Probationary Officer at Corporation Bank, when Srinivasan was serving at Indian Bank, recognising that Srinivasan's meticulous nature and sharp intellect would serve him well in banking. Though initially hesitant, Srinivasan sir respected his friend's judgement and took a leap of faith, applied for Officers post in Corporation Bank, then a small upcoming bank in Private sector.

The Serendipitous Interview

In one of the candid moments of our conversation, Srinivasan sir vividly recalled the day he casually attended an interview with the Chairman of Corporation Bank, after taking permission for two hours from the Manager, when he was serving Indian Bank as a clerk. "I was in casual dress without wearing tie or shoes for an interview and went for a bank officer's post", recounted Srinivasan. This was yet another life-changing episode. He walked into the interview without expectations, feeling neither pressure nor anxiety. Perhaps it was this ease, coupled with his natural charisma and authenticity, that impressed the Chairman profoundly. To his surprise, Srinivasan sir was offered the job, a

moment he described as "a serendipitous turning point. "Leaving a big Public Sector Indian Bank, he joined an upcoming Private Sector Bank in 1975, when youngsters in that time preferred only Government or Public sector jobs. He had strong confidence on his strength.

Surprisingly, the appointment order specified a condition that Srinivasan should complete his CAIIB examination before the completion of his probation of one year. In spite of his attempting 'Foreign Exchange' paper several times, he accepted the offer and joined the new bank, braving the challenge. He completed the CAIIB before the completion of his probation.

Y.L.N. Bhat—The Mentor Who Shaped Him

His initial years at Corporation Bank were significantly influenced by Y.L.N. Bhat, his first manager at the Mettupalayam Branch and an extraordinary mentor. Sir's voice filled with genuine respect and warmth whenever he spoke of Mr. Bhat. The mentoring he received under Mr. Bhat's guidance not only sharpened his professional skills but also honed his values, instilling in him a profound sense of integrity and dedication. Srinivasan fondly recounted how Mr. Bhat recognised his potential early on and supported him through critical learning phases, helping him become confident and competent in his banking role.

Rising Through Peer Recognition

One of the most striking incidents he shared was his unconventional promotion to Manager. It was during a training session where peers were asked by the Chairman of the Bank, to identify the person best suited for managerial responsibilities. For this exercise, there were many team-building activities and leadership testing parameters which was gauged and assessed by the peer groups. I am very sure, Sir, as usual, would have befriended his peers in no time and would have struck sensible and insightful conversations effortlessly!

To his astonishment (but not to mine), his colleagues unanimously chose him to be an efficient Manager. The sense of pride and validation Srinivasan sir felt at that moment was palpable even decades later. "Recognition by peers," he emphasised, "is one of the most gratifying experiences in one's professional life." The best part with Sir is whichever phase of his life we pick and choose to have a conversation, he runs us through those times with utmost precision as if he time-travels!

A Strategic Role in Delhi

Hard work with talent is a unique combination that makes the person powerful within. His capabilities and self-confidence made him grow his ladder with firm feet. With commitment and determination comes opportunities that eventually saw him being appointed in 1988 as Public

Relations Manager and Liaison Officer in Delhi, a role critical to bridging the bank with Parliament and governmental departments. This position was both demanding and rewarding, giving Srinivasan sir with invaluable insights into the workings of governance and policymaking. He excelled in his role, earning respect from colleagues and officials alike. The best part is his ability to learn with a childlike attitude that he holds till today. His meticulous attention to detail, strategic foresight, and persuasive communication made him indispensable. He was one of the most sought-after Public Relations Managers of his time who gave concepts way ahead of his time. Image audit, marketing and positioning were his strengths when the concept never even existed for discussion then. He could visualise future and predict which is an absolute blessing to sir. Yet, with doing so well in his profession and charming any task that is thrown on him, destiny had more profound lessons in store for him.

Facing Professional Heartbreak

Despite his commendable performance, Srinivasan sir faced professional disappointments—not once, but twice. Both times, he was overlooked for promotions he thoroughly deserved. As he recounted these moments to me, the lingering hurt was evident. It was not merely the denial of professional advancement that stung, but the

implicit questioning of his merit and dedication. These moments tested his resilience profoundly.

A Moment of Mature Reflection

However, unlike the youthful despair he experienced earlier in life, this disappointment was met with a maturity that spoke volumes about his growth. Srinivasan sir described this phase with profound introspection, acknowledging that perhaps these disappointments were necessary detours guided by a higher purpose. His unwavering faith in Lord Krishna provided him with the strength to accept these setbacks. "When one door closes," he often reminded himself, "another opens." This became more than just a saying—it became his guiding philosophy.

The Call to Serve Society

These setbacks turned out to be blessings in disguise. They prompted Srinivasan sir to reflect deeply on his life's purpose. He realised his true calling lay not within the confines of a corporate structure but in contributing meaningfully to the society. The seeds of change were sown within him, leading to an audacious decision—taking voluntary retirement from Corporation Bank, a stable career, to venture into the unknown world of communication consultancy. In those days, a Bank Manager was one of the most respectable posts that assured job security and societal status. The exposure to every class of people and the sanctioning powers were commendable. Having 13

years of service in hand, taking this step to retire on a volunteer basis to start his own professional communication consultancy clearly explains the sorrow and disappointment sir would have faced.

Courageous Leap of Faith

The decision to retire early is a very strong, stern and far from easy decision for anyone. He vividly recounted the reactions of his colleagues and friends, many of whom were baffled by his choice. At a time when most would seek comfort and stability, Srinivasan sir opted for uncertainty and potential hardship that had no concrete guaranteed future. But his resolve was firm, bolstered by his unwavering faith in Lord Krishna's guidance as ever, he stood strong in his decision. His words echoed deeply with me, "I felt that Krishna was pushing me forcefully towards another field to serve the society."

Meeting with Kanchi Shankaracharya and Seeking Spiritual Affirmation

In search of clarity, Srinivasan sir travelled to Hyderabad, seeking counsel from the revered Kanchi Shankaracharya Shri Jayendra Saraswathi Swamigal. This meeting was crucial, a moment he recounted with vivid emotion. As sir narrated the interaction, I could sense the gravity of that conversation.



Srinivasan with Sri Kanchi Shankaracharya in 1984

This was that one poignant episode that turned to be a show definer. Srinivasan sir, as a service, has volunteered lot of Public Relation work to the Mutt. Sir had a commendable acquaintance with Kanchi Periyava (as we call with respect). After such a strong decision to quit his Bank job, sir wanted to receive the insights and blessings of Periyava. When Srinivasan sir expressed his intention to retire, Shankaracharya posed a critical question about his future identity. Shankaracharya asked Srinivasan sir, “Today you are known as Corporation Bank Srinivasan and if tomorrow

you retire you will lose your identity. For everyone an institution's name is the support and identity that you will lose if you quit your Job. What will you do?". Srinivasan sir immediately with no hesitation or delay, responded intuitively —"If there is no institution, I will create one Periyava". This marked a deep defining moment that sparked the understanding of an institution and sir was inclined to start one. This interaction not only affirmed his decision but also laid the foundation for his next journey, culminating in the creation of the Prime Point Public Relations Pvt Ltd. (a professional consultancy service on PR) and Prime Point Foundation (an NGO for creating communication awareness). Sankaracharya Swamigal himself launched the Prime Point Public Relations consultancy at the Mutt itself in the presence of many eminent people. As Swamiji felt, now Srinivasan Sir is now known as 'Prime Point Srinivasan', with the prefix of the institutions he has started.

Embracing a Higher Purpose

The profound shift from corporate life to societal service brought a sense of fulfilment and clarity to Srinivasan sir's life. He eloquently expressed to me how he saw every previous setback as a divine intervention guiding him toward his true path. His resilience and positivity during these transformative years became the cornerstones of his philosophy and approach to life.

Reflection and Gratitude

Listening to Srinivasan sir narrate these experiences, I felt profoundly moved. His journey, marked by exceptional highs and heart-wrenching lows, exemplified the true spirit of resilience and adaptability. More importantly, it revealed the depth of his character—humble, reflective, and deeply compassionate.

Throughout our conversations, what stood out vividly was his unwavering belief in divine guidance. Each decision, each disappointment, and every victory he attributed humbly to a greater cosmic plan orchestrated by Lord Krishna. This unwavering faith provided him solace and strength during his most challenging moments.

Lessons from this phase of Srinivasan sir's Journey

As I reflect on the depth of his experiences, the lessons he imparted resonate profoundly:

- Embrace setbacks as opportunities for growth.
- Maintain integrity and dedication regardless of recognition.
- Seek mentors who guide with compassion and wisdom.
- Have faith in a greater purpose that guides one's journey.

These insights have personally inspired and guided me in my own journey.

Concluding Thoughts

Srinivasan sir's professional journey was not just about rising through ranks or accumulating accolades—it was a journey of profound personal growth, faith, and unwavering dedication to serving society. His courage to leave behind the comfort of familiarity and embrace uncertainty continues to inspire me and countless others.

His life exemplifies the beautiful paradox of embracing disappointments, for they often redirect us toward paths more fulfilling and meaningful than we ever envisioned. This chapter of his life is a powerful testament to the strength of resilience, faith, and purpose.

Chapter 3: The Calling and Its Larger Purpose - The Birth of Prime Point Foundation

Crossroads and Divine Guidance

As I listened intently to Srinivasan sir share the pivotal moments of his life, one particular story stood out vividly—the turning point where his life shifted from the secure corridors of Corporation Bank to a future filled with uncertainty, yet with abundant faith in his intuition and trust in god, he took this new venture with a promise of “ONE STEP FORWARD NO STEP BACKWARD”. This was 1998, after years of diligent service and unexpected disappointments in his professional space, Srinivasan sir stood at a critical crossroads. His heart had whispered clearly: it was time to leave the security of his established career to pursue a path aligned more closely with his soul’s calling—communication and societal service. But such decisions rarely come easy. Sir spoke of the hesitations, doubts, and fears that clouded his mind, exacerbated by friends and colleagues who advised caution and majority of them not too sure of his decision. Many of his well wishers and friends were scared if he was taking a hasty decision. Less did they know of Srinivasan sir himself knew that this strong decision of his is opening up a world unexplored or unthought of by anyone, then.

Stepping into Uncertainty

Armed with spiritual blessings and the unwavering support of his mentor, Srinivasan sir boldly embraced the unknown. He took voluntary retirement from Corporation Bank, a decision many viewed as irrational given his secure position and future prospects. Yet, in our conversation, the clarity of his purpose was evident. He knew his path lay beyond conventional success—in service and communication, fields that ignited his passion.

The Genesis of Prime Point Foundation

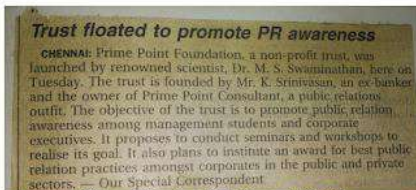


Dr M S Swaminathan (centre) and T S Raghavan launching the Foundation in Dec 1999

The formation of the Prime Point Foundation was more than just a new beginning; it was the realisation of a promise made to himself and the spiritual guidance he received. He vividly recalled the day in

December 1999, when he gathered friends, colleagues, and mentors to launch the foundation. Sir said, “esteemed individuals like Dr M.S. Swaminathan (Father of Indian Green Revolution) and T.S. Raghavan (then Chairman of Indian Bank) graced the event and their presence added

gravitas to the occasion". The point to be noted here is, such esteemed dignitaries being on the day of inauguration of Prime Point Foundation is just not a mere coincidence but the vision that was perceived by Sir that was already seen by those remarkable personalities. They trusted in his dreams and graced the occasion with the confidence of sowing a visionary institution. The launch had a good media coverage.



The Hindu 25 Dec 1999



Economic Times 22 Dec 1999



Trinity Mirror 22 Dec 1999

"That day of launch wasn't just symbolic but was deeply emotional, marking the fulfilment of a pledge made in front of Shankaracharya to build an institution that will prefix my

name, here I am Prime Point Srinivasan”, Sir said this with pride and a choke of emotion filled with gratitude. He described the moment as a sense of responsibility that was very heavy yet inspiring.

The event itself was a blend of emotion, aspiration, and profound resolve. The mission though for Prime Point Foundation was pinned on Public Relations and communication as the core, the plethora of creative ideas that was flown around this Public Relations’ concept by Srinivasan sir redefined the notion and the scope of the subject. He believed, way before 25 years, that PR is a vital and critical aspect of communication in any field, stream or profession and he was convinced that it will have an impeccable future. Yes he was right, today there is no business, private or public, without attention to PR.

Predicting the future with precision is an art exclusive only to born leaders!

Visionary Projects Ahead of Their Time

Sir’s vision was always ahead of his contemporaries. His ability to foresee the significance of communication and the internet was extraordinary, particularly when such concepts were still nascent in India. In the early 2000s, he began organising seminars and workshops focused on the future media landscape influenced by the internet. Many were sceptical, even amused, by his enthusiasm for something so abstract at the time.



***Seminar on how internet would revolutionise
traditional media in Aug 2000***

Yet, undeterred, he continued passionately educating people on the transformative potential of digital communication. His workshops with prominent institutions like Madras University and Anna University stand as testimony to his visionary zeal. I could sense the pain in his voice when recalling how some sessions were initially received with scepticism and sometimes with less understanding and even less interest on this subject. It was more like a rocket science to people to digest such a concept that today is a part of any organisation. Yet, it was his clear vision, belief and determination that was fuelled for a higher purpose rather than immediate validation. In today's impatient and intolerant world, the first thing we expect from others in validation and more so over, immediately. Just imagine a professional of 47 years, taking a voluntary retirement, who was in his peak of career with long service left; steps out to prove and venture in a stream

that was way less known or accepted, the PR. Today he proves right not just in his decisions but is seen as a doyen in PR strategies where senior experts and established companies take advices at crucial times.

From Public Sector PR Forum to Prime Point Foundation

Very less known to public, Interestingly, Prime Point Foundation had roots in Srinivasan sir's earlier initiative - the Public Sector PR Forum established while he was still serving at the Corporation Bank. This forum, initially was created to bridge communication gaps within public sector organisations. Sir was the Founding Secretary and could convince back then over 30 years before that PR forums are essential amongst the Public sector. The forum evolved significantly and continued to do very well even after his retirement. The Forum was started by Srinivasan, on the suggestion of Shri S Narendra, who was then Advisor to the then Prime Minister of India. Expanding its scope and reach, the Prime Point Foundation emerged as a broader entity dedicated to enhancing communication awareness across various sectors. Srinivasan sir invited Shri Narendra also to be one of the Trustees of Prime Point Foundation which he gracefully accepted.



Shri S Narendra launching the website of Prime Point Foundation in 2001

Srinivasan considers Shri Narendra as his “Communication Guru” and still gets his advises from him and remembers him for all those handholding and orientation Shri Narendra gave to Srinivasan sir.

He spoke passionately about this evolution, describing it as a natural yet intentional growth spurred by his retirement. His voice carried a deep sense of fulfilment, knowing he was instrumental in creating a platform that filled a critical societal gap. But on the other hand, he selflessly dedicates all his growth and success to lord Krishna and says “I have done nothing, I was just chosen to do this!” and this humility make him and his journey more beautiful and interesting.

A Surprising Recognition from Bank of India



After Srinivasan Sir's departure from Corporation Bank in 1998, he had no idea that his impactful contributions to the

Public Sector, particularly in the realms of Public Relations and Communication, would be recognised by an organisation he had no direct connection with. To his surprise, it was the Bank of India—an institution he had never been part of—that chose to honour him.

The then Chairman of the Bank of India, Shri Kannan, recognising his invaluable services to the Public Sector, organised a grand event at a five-star hotel at Chennai, where he presented Srinivasan Sir with an award.

“This recognition was completely unexpected. It was the first time I received such an honour after leaving the bank, and it came from an organisation I had no direct ties with,” Srinivasan Sir reflected, his voice tinged with emotion. “I still treasure this award. It sits proudly on my table, reminding me that when you do good work, the right people will eventually recognise your efforts, even from the most unexpected places.”

Core Philosophies Guiding the Foundation

Throughout our conversations, Srinivasan sir emphasised three philosophies that became the foundation stones of his life's work:

1. **Aaj hona; abi hona (All good projects should happen today, that too now):** This reflected his urgency and commitment to making immediate impacts rather than deferring dreams. He deters procrastination extensively

and is always on his toes to complete the task 'NOW'. In my knowing to sir for over 15 years now, I have NEVER, I can reinstate it, I have never seen him procrastinate at all! Rather he completes his work, may be small or big, way before the scheduled time. His anxiety builds when work is procrastinated and that is a wonderful learning that all of us really need to learn from him.

Leaders know no excuses, all that they know is getting the work done!

2. **With you, without you, and in spite of you:** An ethos highlighting resilience and persistence to the work once taken should not stop at any cost. Emphasising and believing in collective progress even amidst challenges and changing collaborations. He implements this in his daily tasks, literally! “with you” – if you are with him, excellent the work is completed along with you. “without you” – if you are not with him on a task, excellent, he respects your choice and the work is completed without you. “inspite of you” – if you decide to disturb or trouble his work, excellent, he takes it as a call of god and the work is completed inspite of your efforts to disturb it. So what is the moral? Yes! The work is done!!!

3. **One step forward and no step backward:** Thoughts are plenty and ideas are countless but implementing them with committed sustenance is the game to success. Most of us are lost in the transmission. We know

where we started and where we need to go but the path of inconsistency, unclarity and lack of self-evaluation blurs the path and later our goal too. So instead of leaping huge steps in excitement and at the end regretting few wrong steps that completely misled us, threw us in a place we were not prepared or desired, it is always better to take firm baby steps with caution and clarity. Small steps and one step at a time will give our brain more space to analyse and take immediate corrective measures as we slowly move ahead.

Encouraging measured yet unwavering advancement and never retreating from a chosen path.

These philosophies weren't just ideas; they were deeply embedded practices shaping his every endeavour. Srinivasan sir has just not practised for him as a secret wand to success but he reemphasises again and again to all his mentees that we are drenched in this philosophy and I in particular follow these principles of his, judiciously with utmost sincerity.

Profound Belief in Divine Guidance

As Srinivasan sir narrated his journey, his profound belief in divine intervention was unmistakable. He repeatedly acknowledged Lord Krishna's role in guiding his decisions and actions. This spiritual anchor was not merely a personal comfort but a visible source of his unwavering confidence and courage.

Each milestone, each setback, was embraced as a divine orchestration designed to prepare him for something greater. Hearing him articulate this belief filled me with immense respect and a sense of spiritual awe, realising the depth of faith that guided his monumental decisions. It is after sir's presence in my life that I realised every prayer is answered, because every time and at any pressing time, sir runs through the pages of Ramayanam and the mist clears just in front of our eyes, that's magical and divine!

Belief and faith can move mountains!

Reflections and Gratitude

Towards the end of our conversation about the foundation's early years, his reflections became deeply emotional. He acknowledged the countless supporters, collaborators, and mentors who contributed significantly to his journey. Particularly touching was his gratitude towards individuals like S. Narendra, who played crucial roles in the foundation's growth.

The genuine humility with which he expressed gratitude was heart-warming, illuminating his character's profound humility and generosity.

Impact and Legacy

Discussing the Prime Point Foundation's evolution and initiatives, Srinivasan sir highlighted its flagship programs, including the eMagazine "PreSense" and the Sansad Ratna

Awards. Each initiative stemmed from his vision of positive journalism and accountable governance, reflecting his unyielding commitment to societal betterment.

The foundation's role in shaping communication practices, influencing positive media narratives, and enhancing democratic accountability stood out prominently in our discussion. Hearing him passionately describe these initiatives, I realised how each endeavour was meticulously crafted, driven by clarity of purpose and unwavering dedication.

The Continuing Journey

I felt deeply moved by the sincerity, courage, and vision that Srinivasan sir embodied. His journey from banking corridors to creating an influential foundation was inspiring not only because of his achievements but due to the remarkable spirit behind each action.

His voice softened emotionally as he reflected on the journey, acknowledging both triumphs and challenges with equal grace. He emphasised repeatedly how each obstacle had shaped him profoundly, underscoring his resilience and unshakeable faith.

In concluding this chapter, it became evident that Srinivasan sir's legacy transcends mere professional achievements. It encompasses a profound human spirit

marked by courage, compassion, and an enduring commitment to societal service.

His story continues to inspire countless individuals, myself included, serving as a poignant reminder of how clarity of purpose, spiritual grounding, and resilience can transform life's profound disappointments into powerful catalysts for meaningful change.

Chapter 4: Strength from the Mentors: Walking the Path of Dharma

Early Foundations: Shri Venkatrama Iyer



Mentorship in Srinivasan's life began in the formative years of his childhood. A tender anecdote he often shared with a sparkle in his eyes and a child-like spirit was of his beloved tuition teacher, Shri Venkatrama Iyer. At a time when village schools commenced directly from the first standard in 1950s, without preliminary kindergarten education, Srinivasan sir, displaying an early streak of independence, initially refused formal schooling. His parents empathised his reluctance and hesitation and firstly made efforts to understand the fear of the child. With much love and encouragement they arranged for a home tuition with Shri Venkatrama Iyer. Incidentally this same teacher transitioned to teaching third standard students when Srinivasan sir finally joined the village school at third standard directly. This early mentorship left an indelible mark, instilling discipline, curiosity, and a lifelong passion for learning. The most important thing to notice is the way sir's parents handled a child who is adamant to not to go to school. It could have been easy to be coercive and harsh, but how calmly and patiently they handled that situation is

a clear leaning to all parents of this age. “When I got the first salary from Indian Bank, I bought dhoti and saree for Shri Venkatrama Iyer and his wife. I went to my village and presented to them seeking their blessings”, Srinivasan recalled emotionally.

The First Light: Shri Y. L. N. Bhat



Srinivasan's life was greatly enriched by an extraordinary lineage of mentors who were his guiding stars, illuminating his path with wisdom, love, and unwavering belief. One cannot speak of Srinivasan's growth without recalling his first manager, Shri Y. L. N. Bhat. It was under Bhat's careful and compassionate guidance at Corporation Bank that Srinivasan's professional identity first began to flourish. During one of our heartfelt conversations, Srinivasan fondly recalled how his peers had selected him as a manager after rigorous training, a significant recognition of his capabilities that we have read in our earlier chapter in detail. The memory was fresh and vivid in his voice as he expressed, “Bhat Sir did not merely train us professionally; he shaped us ethically. He was the lighthouse in my career, guiding me away from turbulent waters and towards calmer seas.” Srinivasan belonged to the first batch of direct recruit officers in Corporation Bank. A boy of 24 years old was the boss for

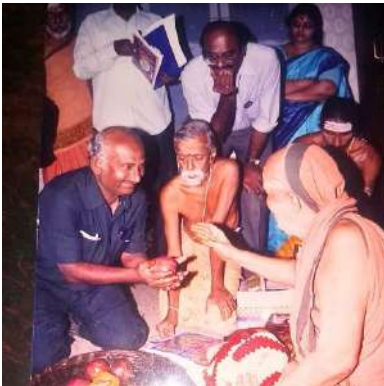
many seniors of his father's age and with rich experience. Many banks faced this problem at that time. Media carried articles titled "Square peg in round hole". Many seniors had psychological problems to report to juniors. Srinivasan sir recalls, "Shri Y L N Bhat taught me as to how I should manage the seniors without hurting their ego, at the same time utilising their wisdom and experience. That helped me a lot in my future assignments too". This is exactly something I feel that the youngsters are lacking to understand these days. I completely go by sir's thoughts of utilising the wisdom and experience of our seniors. This will save our time to experiment something that already has proven results, rather if their experience and intelligence is learnt, that becomes the base to grow and invent more.

Let is not rediscover the wheel rather let's build a coach!

Spiritual Beacon: Sri Kanchi Shankaracharya

Beyond professional mentorship, Srinivasan sir's spiritual and moral compass was profoundly calibrated by Sri Kanchi Shankaracharya. The revered Shankaracharya was more than a spiritual guide to him; he was an eternal source of strength and wisdom. Srinivasan's voice softened with reverence whenever he spoke about the times he spent at the feet of this sage. A pivotal moment occurred when Srinivasan sir was contemplating voluntary retirement from Corporation Bank. Shankaracharya's subsequent blessings and the sacred kumkum he bestowed upon Srinivasan sir

were not just gestures; they symbolised divine affirmation and an unwavering spiritual endorsement. Srinivasan served as the Media Spokesperson of Shri Kanchi Sankaracharya for more than two decades and had organised several press meets. “Though I am a passionate communication professional, I learnt lot about public communication only from Swamiji. I used to always say that all CEOs of corporate houses should witness the way he used to address the media comfortably, facing all tricky questions”, recalls Srinivasan with precision.



“I have observed Swamiji as to how he deals with the visitors and media persons of other religions. To avoid embarrassment to their religious sentiments, he used to bless them with fruits instead of Kumkum. In this photo, you can see how Swamiji offers fruits to Nurullah, a Senior journalist, (in 2002) respecting his religious sentiments. Swamiji was a symbol of communal harmony and respected by all religious people.” Srinivasan proudly recollected his memories.

Guidance from a Legend: Dr. A.P.J. Abdul Kalam



Srinivasan and Dr Abdul Kalam in conversation

In 1999, another turning point emerged when Srinivasan sir was introduced to the Vice Chancellor of Anna University, again through the nurturing support of Nurullah, a Senior Journalist. This introduction was a testament to the unseen forces guiding his journey. Sir's role as a Media Advisor at the University provided invaluable opportunities to closely interact with Dr. Kalam, further cementing their bond and enriching Srinivasan Sir's approach to societal contributions. Dr Abdul Kalam had joined the University as a Professor after retirement from the top position in the Government. This marked the beginning of an exceptional

mentorship from Dr Abdul Kalam. Srinivasan frequently recounted with pride and humility his role in officially announcing Dr. Kalam's acceptance as the Presidential candidate, an event etched deeply in his heart. This encounter blossomed into a cherished relationship, profoundly influencing Srinivasan sir's vision for initiatives like the eMagazine PreSense and the prestigious Sansad Ratna Awards. Dr. Kalam's insights weren't merely professional counsel; they were life lessons filled with humility, integrity, and purpose. Srinivasan often shared Kalam's simple yet powerful words, "Dreams are not those you see while sleeping; dreams are those that don't let you sleep," underlining the profound impact Kalam had on shaping his resolve and clarity of purpose.

Professional Wisdom: Shri S. Narendra



Beyond these revered names, Srinivasan sir also found inspiration in Shri S. Narendra, then Information Advisor to the Prime Minister of India. Shri Narendra's seasoned insights into communication profoundly shaped Srinivasan's professional philosophy and approach to public relations. His mentorship facilitated Srinivasan's seamless transition from banking to becoming a celebrated communications expert. Narendra's support was instrumental in founding the Public Sector PR Forum,

later evolving into the Prime Point Foundation. His words often echoed in Srinivasan's narratives: "Communication isn't merely about information exchange; it's about connecting hearts and minds."

Constitutional Luminary: Shri T. S. Krishnamurthy



Shri T S Krishnamurthy addressing the political representatives as Election Commissioner in 2000 – Srinivasan on right

Another monumental figure in Srinivasan's life has been Shri T. S. Krishnamurthy, the Former Chief Election Commissioner of India. Known to Srinivasan Sir since Shri Krishnamurthy's tenure as a senior bureaucrat in the Government of India, their mutual respect grew significantly over time. Even during his esteemed role as Election Commissioner of India, Shri Krishnamurthy attended seminars organised by Srinivasan, reflecting the deep

admiration and respect they held for each other. Shri Krishnamurthy, widely respected across India for his integrity and innovation, introduced landmark reforms during his tenure. Notably, he implemented electronic voting machines (EVMs) across all 543 constituencies simultaneously and introduced the "None of the Above (NOTA)" option, fundamentally reshaping India's electoral landscape. His patronage and unwavering support have been pivotal for the initiatives of Prime Point Foundation, cementing his legacy as a true constitutional luminary and cherished mentor.

Presently Shri Krishnamurthy is the Patron of the Sansad Ratna initiative and the Co Chairman of the Jury Committee to select the Awardees.

Eternal Gratitude

Each mentor's role in Srinivasan sir's life was not merely confined to professional guidance or spiritual wisdom; each was a profound pillar of support that upheld the dharma of his life—his path of righteousness. Srinivasan sir was never hesitant to credit these luminaries, often humbly expressing, "I stand tall only because my mentors allowed me to climb upon their shoulders."

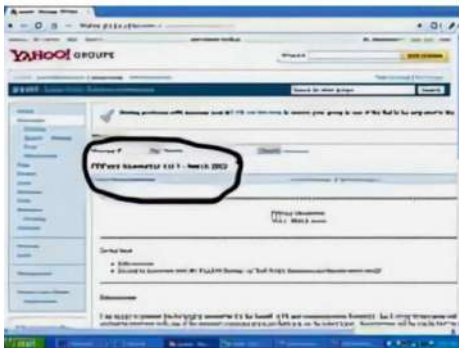
Indeed, Srinivasan's journey beautifully illustrates how mentors shape not just careers, but also souls, leaving lasting imprints upon those fortunate enough to learn from them. His path, adorned with lessons of dharma imparted by these remarkable figures, underscores the timeless truth that behind every impactful life lies the quiet strength of mentors whose wisdom guides us eternally forward.

Chapter 5: Pen, Passion, and the Power of Positive Journalism - A Dreamer's Diary of a Digital Revolution

I still vividly remember the excitement in Srinivasan sir as he passionately narrated the story of his pioneering journey into digital journalism. It was not just another chapter of his life; it was the dawn of a new age in communication. As I sat listening, mesmerised by the depth of his commitment, he said something that resonated deeply: "Technology is not just tools and software; it's the future we build today."

When Srinivasan Sir began his journey, digital communication was a realm far beyond the imagination of most. It was a time when the internet was still a fledgling entity, and the idea of connecting with people globally was something reserved for the far-off future. Yet, in 1998, Sir was already pioneering this new frontier. He was not just participating in, but shaping global conversations. Managing three online groups — on public relations, image management, and India Vision — he had already connected with over 3,000 members across the globe. This was no small feat in an age when online communication was still in its infancy. Sir was a member of several international discussion groups, long before Yahoo Groups or Google Groups even existed, laying the groundwork for what would eventually become the backbone of digital communication.

But this was just the beginning.



Newsletter - Interviews - Archives			
Prime Point Foundation releases PRPoint Newsletter every ten days for circulation amongst the PR and Communication professionals. Each of the issue of this newsletter will contain an 'exclusive' interview with one of the eminent professional on various related topics. In order to get the uninterrupted reading of the newsletter please join the "image management" group (Please fill in the email id on the left side of this page and click to join).			
Vol No	Month	Topic	Interview
8	Jun 2002	Blogging	Mr Mansour Hossain, New York
7	May 2002	Managing the Revolution	Mr Dean Binneman, CEO & President, REDUCING, Johannesburg, South Africa
6	May 2002	Industry Analysis: Job market for PR professionals and the expectations from the employers	Mr Ed Gyorko, Founder of Brand Illumination, New York
5	Apr 2002	Drafting of an effective Press Release - Dos and Don'ts	Ms Veena Solomon, Placement consultant, Bangalore, India
4	Apr 2002	Media Training, Media coverage and public relations	Dr J Anil Aram, Chief Sub Editor, The Hindu, Madras, India
3	Apr 2002	Brochures, Press and Business Cards	Mr Al Rothstein, President, Al Rothstein Media Services, Atlanta
2	Mar 2002	PR Public Relations and Market entry	Mr Michael Raddy, Marketing Director, Bespoke Publications Ltd, London
1	Mar 2002		Mr Frank W Shielack, Founder, Shielack Communications, Hong Kong

Launch of PRPOINT Newsletter in 2002

In 2002, Sir took the bold step of creating a newsletter, the PRPoint Newsletter, a project that was far ahead of its time. The technology was still in its nascent stages, and the world was not ready for what he had envisioned. His newsletter, though limited in success, was a testament to his foresight. It was a glimpse into the future, a digital dream that only a few could truly comprehend at that time. Most people didn't see the value in this idea, but Srinivasan Sir wasn't disheartened. He saw the small, incremental steps as part of a greater journey. This newsletter was stopped after 8 issues.

And this is where his true brilliance lies.

"I see failure, Priya," he told me with a reflective calmness, "not as an end, but as a teacher. It shows me what the world

is not yet ready for, and teaches me to wait, adapt, and strike again when the time is right.”

There was such profound clarity in his words, yet the humility in his tone was overwhelming. Here was a man who had seen the world evolve in ways others could only dream of, and yet he felt as though he had done nothing. His life, he would say, was no different from anyone else's. To him, the simplicity of his journey — woven with years of sacrifice, vision, and relentless pursuit — was just how life was meant to be.

The strength in those words, combined with the quiet dignity with which he carries himself, left me in awe. How many people can have the courage to chase a dream so fiercely, to keep going even when success seems far off, and to remain humble in the face of everything they have accomplished? Srinivasan Sir's life is a testament to the beauty of persistence — a remarkable blend of passion, clarity, and a steady, unwavering belief that the world will eventually catch up to the vision you've already seen.

Rebirth through Encouragement: The Kalam Factor

In **2006**, Srinivasan Sir's unwavering passion for communication found a renewed sense of purpose, ignited by the heartfelt encouragement of one of India's most revered leaders, Dr Abdul Kalam. It was a moment that would forever change the course of his journey. With a soft, nostalgic smile, Srinivasan Sir fondly recalled the words of

his mentor, words that would resonate deeply within his soul:

“Positive journalism is the beacon that guides society towards hope and progress. Keep writing, Srinivasan.”

In that fleeting moment, Dr Kalam's words became a lifeline, pulling Srinivasan Sir from the precipice of uncertainty. It was a simple yet profound gesture — a mentor's belief in his work — and with it, PreSense was reborn.

The world was not ready for the digital revolution that was slowly taking shape, and the challenge to launch something so innovative in the early 2000s was immense. But, with Dr Kalam's prophetic words echoing in his heart, Srinivasan Sir decided to relaunch his digital magazine, PreSense, in March 2006. He was not alone, for alongside him was a team of communication professionals and students, all driven by a shared belief that this would be the beginning of something that would reshape how information would be communicated in the future.

However, the road ahead was fraught with challenges. Srinivasan Sir was already managing several online groups with numerous PR professionals, but when it came to getting interviews with CEOs for his untried digital magazine, the response was lukewarm at best. No one seemed willing to take the risk of associating with something so new, so untested.

Feeling the weight of this immense hurdle, Srinivasan Sir turned to someone he trusted deeply: Dr Y S Rajan, a scientist, close associate of Dr Abdul Kalam, and co-author of the landmark book India 2020. “I shared my struggles with Dr Rajan,” Sir said, his voice brimming with the emotion of that time. “And he listened, truly listened. He was unwavering in his support, offering me his first interview and even committing to launch the inaugural edition.”

But Srinivasan Sir’s story of support didn’t end there. He also reached out to Shri Suresh Kamath, the Chairman of Lasersoft Infosystems Limited, another trusted well-wisher. Kamath’s response was swift and generous: he, too, offered to give his interview for the first edition.

With those two pivotal interviews and the help of a small but dedicated team, PreSense was finally launched — an online magazine that carried the hope of transforming the landscape of communication in India. The magazine was named PreSense, symbolising the communication-related content that would define its future.

And with that, the first edition was officially launched by Dr Y S Rajan himself — an event that Srinivasan Sir would forever cherish. “When I look back at that moment,” he said, his voice thick with emotion, “it feels like everything fell into place. It was the belief of mentors like Dr Kalam and Dr Rajan that helped me rise above the challenges. They didn’t

just give me advice; they gave me the strength to push forward, even when the world seemed uncertain.”



Launch of PreSense online by Dr Y S Rajan – the first edition – March 2006

For Srinivasan Sir, it was not just about starting a magazine. It was about reviving a dream, about believing in the power of words and the impact of positive journalism. It was about building something that could inspire, inform, and uplift society — a beacon of hope in the turbulent seas of doubt.

This was not merely another publication. PreSense became an embodiment of positivity, innovation, and genuine journalism the way it should be. Sir, always was mindful of Kalam’s advice, focused intensely on positive journalism, tirelessly bringing to light stories of hope, resilience, and the human spirit in the simplest but effective language.

Cartoons and Chronicles: A Unique Vision Unveiled

Srinivasan sir is the most energetic person I have come across. Even at 75 his enthusiasm in explaining his

cherished memories run us through his pages of history. “When Dr Kalam suggested introducing cartoons, I knew instantly it would strike a chord with the youth”, said sir. In 2008, in a moment of artistic brilliance, Srinivasan collaborated with renowned cartoonist Triambak Sharma from Raipur, creating a cartoon character aptly named "Prince." It was a heart -warming moment when Dr Kalam himself launched this unique creation. Prince soon became a symbol of insightful satire, wisdom, and positivity, making complex issues relatable and engaging to readers of all ages.



***Launch of Prince cartoon by Dr Abdul Kalam at
Raj Bhavan, Chennai in July 2008***

“PreSense was no longer just a magazine,” Srinivasan sir reflected with pride, “it was an experience and an expression.” Month after month, each edition was crafted meticulously, weaving articles and cartoons seamlessly into

compelling narratives. By June 2025, an astounding 220 digital editions had been published, marking an era of relentless dedication.

Sharing Knowledge is priceless so it has to be Free : Srinivasan sir's Noble Mission

One particular evening, as I sat in quiet admiration listening to Srinivasan narrate his journey, he emphasised, "Knowledge is power, Priya, but only when shared." It was this principle that led him to ensure every publication of PreSense was freely available, particularly targeting young minds eager to learn. He believes that there are lots of youngsters who are longing to learn and read new things and the biggest hurdle for them is the affordability to buy books. So sir is on his mission to write as many books as possible and publish it free as a ebook for the youngsters and the end users to enjoy. More than fifty e-books, compiling editorials and cover stories, have been generously distributed digitally, reinforcing Srinivasan sir's unwavering commitment to youth empowerment and education. This is absolutely not an easy task and its unimaginable to do this without utmost passion and love for the generations to come.

Digital Journalists Association: Crafting the Future Together

Srinivasan sir's vision extended far beyond publishing alone. His innate drive for innovation led him to establish the Digital Journalists Association of India (DiJAI), alongside senior like-minded journalists. "We needed a platform to nurture digital journalism," he told me earnestly. And indeed, DiJAI became a thriving hub for knowledge dissemination, regularly organising workshops, webinars, and seminars to guide aspiring digital journalists. Celebrating its tenth anniversary in 2025 was a testament to Srinivasan's foresight and enduring commitment. When the world was struggling to decipher and describe Digital Journalism, sir created an organisation to nurture and train them for future and should be one of the oldest such initiatives in this stream.

Embracing AI: A Lifelong Learner's Zeal

One day, in a voice brimming with youthful excitement, Srinivasan confided, "Learning never stops, Priya. And AI is our next big leap." Despite his seniority, Srinivasan embraced artificial intelligence with the fervour of a young tech enthusiast. He regularly attended master classes, immersing himself in the nuances of AI. It was not just personal enrichment; Srinivasan believed passionately in the transformative power of AI, conducting Zoom sessions

to educate diverse audiences on harnessing this technology for enhanced productivity.

His zeal for technology found expression in three insightful books on AI, with more awaiting publication. Srinivasan's rapid adoption of cutting-edge technology continued to inspire everyone around him, a true digital pioneer who had seamlessly integrated podcasts with PreSense as early as 2006, long before podcasts became mainstream.

Recognition from unexpected sources



Golden Triangle Award - 2007

An award that he holds dear was from the Media Wing of Brahmakumaris, a leading Indian Spiritual Organisation, which honoured him with the first "Golden Triangle Award" for communication professionals in 2007. The recognition

came because of his pioneering efforts in the digital space, including his short-lived but impactful PRPOINT Newsletter and PreSense. His voice grew soft as he explained how the award had motivated him to continue his work. “People were watching me,” he said, almost as if speaking to himself, “and that made me more responsible.”



Narada Award in 2016

Another accolade that touched him deeply was the ‘Narada Award’ from the Rashtriya Swayam Sevak Sangh (RSS). He recalled with pride how Dr. Manmohan Vaidya, the then RSS spokesperson, had walked into his office unannounced in 2015 to personally acknowledge his work on PreSense, his digital magazine. Srinivasan Sir had never expected such recognition, especially from an organisation like RSS. He had always focused on the

quality of his work, and this visit, followed by the introduction of the "Narada Award for Digital Journalism," was a validation of everything he had worked for. The first Narada Award for Digital Journalism was presented to Srinivasan Sir in 2016 by RSS.

Srinivasan Sir often reflects on these recognitions, not with pride, but with a sense of responsibility. He doesn't seek personal validation; instead, he seeks to make a meaningful impact. He shared with me how these awards, and the recognition that came with them, only deepened his commitment to his mission. It was clear from his words that every success, every accolade, was simply another step in his larger journey of service.

Chapter 6: From Silence to Spotlight – The Birth of Sansad Ratna Awards

“Sir, you’ve taken Sansad Ratna Award from a small school hall in Chennai to the corridors of Rashtrapati Bhavan with high tea hosted by the President herself. Tell me how it all began?”

That was my opening question during one of our most memorable conversations. I had asked this with a mix of awe and genuine curiosity. There was a pause on the other end of the call. Then, like a soft current gathering strength, his voice flowed.

"Priya," he began with the same calm conviction I've come to recognise as his hallmark, "When people were condemning Parliament, we chose to celebrate it." Statement sounds simple but look at the strength it has! The easiest thing in the world is to crib, cringe and complain, more so ever if it is about politicians it's much more easier, but trusting in the system, leaders and its spirit is not an easy thought. To stand against the current with grit and honesty not simple. He stood with the nation when the real need was looked for, from its citizens.

That line hit me hard. So simple. So powerful. So true. This changed my perception of looking at things the right way!

The Spark in the Silence

The seeds of what would later grow into one of India's most respected civilian recognitions for Parliamentarians were sown during a moment of national disillusionment. In March 2009, at the end of the 14th Lok Sabha, the then Honourable Speaker Shri Somnath Chatterjee gave a valedictory speech expressing grave concern about the deteriorating standards and decorum in Parliament. The speech struck a chord across the country—but it also left behind a troubling residue. There was immense cynicism all over. I still remember that day where hatred and hopelessness was defining politics. Rather than looking for corrective measures people, media and analysts were challenging the continuation of democracy. People had started losing faith in the democratic institution itself. They was a huge dismay.

But not everyone surrendered to that cynicism.

At that very moment, in the backdrop of growing public disappointment, Dr A.P.J. Abdul Kalam and Srinivasan sir were engaged in one of their many deep, idea-rich conversations. “Dr Kalam told me, we must neutralise the negativity, “sir said, his voice echoing with reverence and responsibility. “He believed the country needed to celebrate the unsung heroes of Parliament—the MPs who were sincerely performing their duties but weren't making headlines” said Srinivasan sir.

The task, as Dr Kalam envisioned it, was both audacious and noble. To identify the best-performing Members of Parliament, celebrate them and to Show the country that there are still leaders who work silently, like diligent students in a classroom, without applause, without drama ; was a Herculean task yet that could be done only by an extremely competent and optimistic person. No wonder Dr Kalam gave this responsibility to restore the faith in the parliamentary system in the hands of Srinivasan sir. Who beyond Dr Kalam can predict future and visualise it precisely and thus he bestowed this task on Prime point Srinivasan. India, is extremely grateful to Srinivasan sir for genuinely restoring this faith in politicians and celebrating their achievements.

And Srinivasan sir took that suggestion not as a passing comment but as a mission, an extremely complex and complicated mission but with an unstoppable vision!.

Unearthing the Silent Gems

He acted swiftly. Drawing on his experience as the Liaison Officer of Corporation Bank—where he had undergone an intensive training at the Parliament Training Centre—he knew the structure and rhythm of parliamentary functioning better than most communication professionals then knew.

He reached out to PRS Legislative Research, one of the few credible organisations that maintained performance data on Members of Parliament. "I didn't even know such a

resource existed until I dug around. Once I got hold of the data—debates, private members’ bills, questions asked, and attendance—I compiled everything myself, single handed. No team. No office. Just intent," he recalled with quiet pride and satisfaction.

And that was how the March 2009 edition of the eMagazine *PreSense* became historic. For the first time, in the history of India, or may be the world, a civil society analysed the performance of parliamentarians and featured interviews with the highest-performing MPs of the 14th Lok Sabha—Shri Anandrao Adsul of Shiv Sena and Dr S.K. Kharventhan of Congress were amongst them. They didn't even know they were “toppers”



**March 2009 edition of
*PreSense***

or outstanding performers until Srinivasan sir called and spoke to them. They were shocked to learn that their performance was calibrated and appreciated and topped the national list!.

What moved me most was when sir said, “These MPs were just doing their job, Priya. That was the beauty. They weren’t chasing limelight.” Thats so true, but we fail to acknowledge that many politicians are working having nation first. For we being the largest democracy in the

world, how can we not have an optimistic view for our political leaders? Had they not been functioning efficiently and relentlessly, how will the government function and how will our system survive? So it's absolutely true that our political system has extraordinary and extremely talented leaders who had-are-and will be running the show to keep our Nation in the best pages of history.

A Hall, A Dream, and an Unsung Celebration

The first spark lit by *PreSense* soon took a Sansad Ratna to physical form event from a mere article of appreciation.

When the 15th Lok Sabha completed its first year in 2010, Dr Kalam encouraged Srinivasan sir to host a live event to honour the top performers. “Dr Kalam said it was the right time for civil society to take a stand,” Sir recalled.

And so, in May 2010, a modest hall at Thakkar Bapa Vidyalaya in Chennai—an institution founded by Mahatma Gandhi—became the cradle of this revolutionary concept. Two outstanding MPs, Shri Hansraj Ahir and Shri S.S. Ramasubbu, were honoured. It was not called Sansad Ratna initially. They named it as “Unsung Heroes Award.”



First Award event in May 2010 – L to R: Hansraj Ahir MP, T S Krishnamurthy (Former Chief Election Commissioner of India). S S Ramasubbu MP, N Gopalswamy (Former Chief Election Commissioner of India), Prime Point Srinivasan

Dr Abdul Kalam addressed the gathering virtually from Delhi. Former Chief Election Commissioners Shri T.S. Krishnamurthy and Shri N. Gopalaswamy graced the dais.

No political affiliations. No fanfare. Just sincere appreciation for sincere work.

The Times of India carried the story across all its editions. From a small school auditorium, the story had already reached national headlines.

“It was such a bold move, Priya,” he said, smiling. “At a time when everyone was criticising politicians, we were celebrating them.” I am speechless seeing his way to lift a mountain on his back with a cheerful enthusiasm. No traits of fear, no traits of doubt. This is was beautiful beginning of a new era that will celebrate, encourage and appreciate politics! The encouragement and celebrations that happen each year before and after the award ceremony is indescribable.

When a right thing is done with utmost conviction, the whole universe stands in support!

The Awards Take Root and Grow

As the years rolled on, the initiative grew slowly, steadily and organically, powered entirely by similar minds of goodwill people, enthusiastic volunteers, and unwavering ethical principles and moral practices that stood as the roots of this institution.

By 2012, the Awards ceremony found a new home at IIT Madras. “That gave us immense credibility and confidence in the good work we are doing,” sir shared. That same year, the award was renamed as the *Sansad Ratna Awards*—‘Jewel of Parliament’.

In 2019, on the occasion of its 10th edition, the Honourable Governor of Tamil Nadu invited the Sansad Ratna Committee to host the event at the Durbar Hall of Raj

Bhavan, Chennai. That was my 8th year as a volunteer with Sansad Ratna, though I knew Srinivasan sir since 2011. I clearly vividly remember that moment. That was a moment of pride and validation, an endorsement from the prestigious establishment that this citizen-led initiative had created a real, respectable impact. This made us realise, as a team, to cherish our goodwill and felt like our intent and hard work are recognised and respected. Our craze to celebrate democracy and trust in our system has received acknowledgement. Not just that, our award ceremony was telecast live on Doordarshan from Raj Bhawan, Chennai.



10th Edition of Sansad Ratna Awards at Durbar Hall, Raj Bhavan, Chennai

Then came the pandemic pause in 2020. But by 2021, Sansad Ratna was reborn in Delhi, the ground where our

respected Parliament of India lies. A brave decision, yet one that made perfect sense.

“Let Delhi Be the New Home”

Why did you shift from Chennai to Delhi Sir? I have asked this numerous number times to him. Finally, one day he answered in his style of slow soft voice, deep from his heart, “You volunteered, Priya,” he said simply, referring to my own decision to host the awards in Delhi at the Constitution Club in 2021. “And you did it with so much dedication. I observed you quietly—gave you small tasks. You passed every test. That’s why I gave you the full responsibility.”

It was one of the rare times he openly appreciated me, trust me, he is my greatest critic and an excellent mentor, but that day was the first time I received a pat on my back from my guru! Even today my eyes are drenched in happiness and gratitude for the grooming, trust and belief he has in me. “Now that you’re the Chairman of the Sansad Ratna Committee,” he said, “take it forward with the same spirit.” Like how Srinivasan Sir jumped in joy and exuberance when Kanchi Shankaracharya told him to begin Prime Point Foundation and how overwhelmed Srinivasan Sir was when Dr Kalam chose him to raise the spirit of the politicians and the public towards democracy, so did I felt that moment of jubilation when Srinivasan Sir trusted me in carrying the legacy forward. But both of us chose to see our contribution that we could give to society with the given opportunity and

not the challenges that may/will come in the path of it. We believe it as “Krishnarpanam” like what sir says! Probably that’s the most unique similarity between me and sir, do your good work, rest is assured by god!

No Office...Just Devotion.

I was particularly awed by how seamlessly the awards were managed, year after year, without any formal office or paid staff. Most of the time, people who want to volunteer or dignitaries who wish to have a discussion with Sir, they ask us for our office address. When we tell them we do not have an office, they take it as a joke! But the fact is yes, Prime Point foundation or Sansad Ratna or any other initiative under Prime Point Foundation does not have an office set up or any paid staff!!!!

“All are volunteers. No ads. No PR (that’s the PR strategy of Srinivasan Sir!) No hidden agendas. We’re here to serve,” Srinivasan said. Even *PreSense*, which has run uninterrupted for two decades, survives solely on passion, volunteer contributions and free circulation.

The India Book of Records even certified *PreSense* as the longest running eMagazine managed by volunteers. On a lighter note, I think we will be eligible for the longest surviving virtual office too!

Funding for the Sansad Ratna Awards is accepted only from public sector institutions, reputed private

organisations, or universities—never from commercial sponsors or sources that could compromise ethics. There is no concept of fund raising, funding institutions or so. The reason behind this is Sir doesn't want any interference and influence by any external members apart from the Jury committee that decides the awards to the most deserving and credible Members of Parliament.

Now we need to understand how his mammoth job is done with utmost credibility. The selection process is impeccably transparent. It starts with data from PRS Legislative Research, the Lok Sabha, and Rajya Sabha Secretariats. A Screening Committee of renowned academicians evaluates it. Then a Jury Committee comprising retired constitutional authorities and past award-winning MPs finalise the names.

“No lobbying. No influence. Only merit,” he said.

Appreciation from the Prime Minister of India

The recognition has reached the highest offices of the government. In 2018 and 2023, Honourable Prime Minister Narendra Modi sent congratulatory messages to the awardees. In 2024, the Honourable President and Vice President of India hosted High Tea and a photo session with Sansad Ratna award winners at Rashtrapati Bhavan.

“It's moved from a small school hall to the corridors of power,” sir said softly. “But I've never let it go to my head. I

dedicated it all to Lord Krishna.” That devotion and selflessness is the reason for where Mr. Prime Point Srinivasan stands today!



Photo Session of Hon'ble President with Sansad Ratna Awardees 2024

Building a Culture of Democracy

Srinivasan Sir didn't stop merely identifying the performers and giving awards. He wanted to bridge the gap between Parliament and people. He wanted to build trust between them. He wanted them to connect in its real sense.

In 2019, he partnered with IIT Madras and created a student – MP fellowship program where the students were taken to the constituency of the MP and were given the opportunity

for ground- based projects. Though the initiative paused due to elections, it unveiled great potential amongst the students and was a wonderful connect for the MPs with the ground reality that was neutral and apolitical. “We’ll revive it,” he promised with great hope.

In 2023, a five-day hybrid certificate course on parliamentary democracy was conducted with IIT Madras. Nearly a thousand students participated, interacting with sitting MPs. “That’s how you build future leaders,” sir smiled.

And during each award ceremony, we invite young students and civil society participants to engage directly with the MPs. Most of these youngsters after such interaction gain humongous respect and liking for their political leaders and come back to us, not just inspired, but eager to volunteer in our other programs.

“We allow anyone to join with the right spirit to learn, lead and leap,” he said. “But if someone misuses the space, we quietly remove them after a discussion mentioning the discomfort.”

Why It Matters

I asked him if the awards actually helped MPs in their political journeys. His answer was clear and honest.

“Many MPs value it deeply as a pride and a unique recognition from the people. They publicise it in their

constituencies and few have done road shows and melas displaying the honour of their credit. Parties take note of this selection. During elections, even 15% of neutral voters matter, and these awards influence that segment. That's a huge number in a Lok Sabha seat. Contestants lose in few thousand and even hundreds at times" He added, "Some of our awardees have gone on to become Ministers, Committee Chairpersons, Panel Chair, even Pro Tem Speaker."

This isn't just an award.

Sansad Ratna, a mirror held up to Parliament—reflecting not what's wrong, but what's right.

A Mind That Always Chose a Different Path

As we neared the end of our conversation on this topic, sir paused for a moment, reflecting not just on Sansad Ratna, but on the mindset that had shaped it. "You know, Priya," he said with a soft chuckle, "I've always had this odd habit of thinking the other way. When the world turned left, something in me instinctively looked right."

That sentence lingered in the air. It wasn't just philosophy—it was a pattern of how he had lived and lived it the right way, the righteous way.

He then went on to share two remarkable episodes from his earlier days at Corporation Bank—stories that, in hindsight,

revealed how his unique way of thinking was not born out of rebellion, but of purpose.

The first was during his tenure as Manager at the Mylapore



Dr M S Subbulakshmi and
Srinivasan – 1979`

branch in Chennai. “It’s a spiritual zone, steeped in tradition with rich culture and temples,” he said. “I thought—why not celebrate the power of Vedic vibrations publicly?” He didn’t just conduct a dull, ritualistic function. No, he envisioned a programme where top-tier scholars would *demonstrate* the impact of Vedic chants and their

resonance on human consciousness. The gathering drew an enormous crowd, and the highlight of that day was a legend which nobody could have thought in those days. It was none other than **Dr M.S. Subbulakshmi**, the Queen of Carnatic Music herself, the mother of esthetics attended the event as the chief guest. Unprompted and moved by the atmosphere, she spontaneously rendered an invocation song that sizzled public in goosebumps. “There was silence, Priya... a sacred silence,” sir recounted, his voice almost whispering. “And in that moment, I knew—positivity has a frequency. You just have to tune into it.” Just imagine is understanding of life, positivity has a frequency and we

need to tune into it, seriously how many of us would have even seen life this way? This simple and manageable. We are used to a chaotic and stressful life but here is a man who proves

Simplicity is not as simple as we think!

The second incident was equally stirring. In the early 1980s, when banks were pushing aggressively for ‘Loan Melas’ across India, there was growing criticism about lending to loans to the poor as they do not have the repaying capacity. The prevailing perception was that poor borrowers would default, that would eventually drag the banking system into a crisis. But Srinivasan sir, true to his instinct, decided to flip the narrative. At his Kellys branch in Chennai, he invited hundreds of economically disadvantaged borrowers—not to collect loans, but to celebrate them for have who **taken loans, used them productively, and repaid diligently**. The event, titled “**Vazthu Mela**” (Felicitation Mela), was attended by media, VIPs, and the borrowers' families. It changed conversations and the perception. Headlines focused not on defaulters, but on the resilience and integrity of the underprivileged who have kept the promise to repay the money to the bank. “It showed,” he said, “that poverty is not a character flaw—and that banks have to treat them with dignity because once trust is built both sides, they will be the most valuable customers as they seek loan more often”. If someone needs to understand the concept of

thinking out of the box, I would suggest them to read these lines again!

I realised that Sansad Ratna wasn't a deviation from his path—it was a **natural extension** of this lifelong pattern. In a nation fed up with corruption and parliamentary chaos, he chose to honour the **performers**, the **quiet doers**, the ones who never sought fame but worked in silence. While most watched Parliament with disdain, Srinivasan sir saw its possibility.

“I’m not attracted by what everyone is doing, Priya. I am pulled toward what no one is attempting,” he said. And that, perhaps, is the most defining quality of my mentor: his courage to think differently, not for attention, but for transformation.

The Dharma Behind the Dream

Towards the end of this conversation, I asked him one last thing: “Sir, where does your energy come from?”

He looked briefly, as if peering inward. Then, he said: “Lord Krishna. I just do my karma. I don't expect results. I don't count how many students ELTF helped. I don't check how many read *PreSense*. I just do what must be done.” And that, perhaps, is what makes him different.

They are good people around us with open heart of goodwill, just spot them!

Chapter 7: The Importance of Grooming Political Leaders and Political Mentorships

As I sat across with Srinivasan Sir over an intense topic to converse, it turned out to be a day imbued with warmth and wisdom. His deep understanding of leadership, politics, and mentorship shone brightly as we discussed his ongoing initiative, Next Gen Political Leaders (NGPL), and the need for grooming future political leaders. Sir's ideas and observations have always been rooted in one principle: the future of India depends on its leaders, and these leaders must be nurtured with knowledge, ethics, and the right attitude.

The Spark Behind NGPL

The conversation began with a question about NGPL and the motivation behind its inception. "Why did you start the Next Gen Political Leaders initiative, Sir?" I asked, eager to understand his thoughts.

Srinivasan Sir's response was measured, yet full of conviction: "As I've often shared with you, I have always thought in the space not many invest their thoughts. The need to train and educate aspiring political leaders struck me as a critical void in our system, which is growing compound. We have so many outstanding Parliamentarians, many of whom have been recognised as

Sansad Ratna Awardees. However, we often don't utilise their experiences and talents to groom the next generation of leaders. The process involved in selecting Sansad Ratna MPs is so tedious and stringent and I believe they have the best of potential in the political and policy space. Political leadership is vital in a democracy; it's where decisions are made that impact every aspect of society. But sadly, there are no systematic programmes to educate and train these young leaders. No mentoring. This gap needed addressing."



Launch of NGPL in Oct 2018 – Members with T K Rangarajan MP and Dr Anbumani Ramadass MP

He continued, "In October 2018, I decided to take the first step towards change. I officially launched NGPL at the Madras Management Association. It was a one-day workshop with multiple sessions. We invited senior political leaders across party lines and retired constitutional authorities. These sessions created a positive impact, especially on smaller political parties that realised the

importance of grooming their young leaders, not just for political campaigns but for governance.”

NGPL initiative had one simple goal: to prepare political aspirants not just for the practicalities of electoral politics, but to make them more knowledgeable about the Constitution, governance, and leadership. This initiative was unique because, unlike many political training programmes, NGPL took a holistic approach to leadership. “I wanted to create a platform where young leaders could receive guidance on the values of democracy, ethics in governance, and the importance of empathy in leadership,” Sir added.

Political Training and the Crisis of Leadership

Srinivasan Sir had a deep sense of concern about the current state of politics. When I asked about his views on today’s generation of political aspirants, he did not hold back. “The gap in leadership development today is alarming. If you look back at pre-Independence days, many of India’s young political leaders were educated, had a strong sense of purpose, and joined the freedom struggle with a clear vision for the future of the country. But after the 1960s, when the freedom fighters retired, we started seeing a new type of leader—one who lacked the vision and purpose of their predecessors.”

He expressed his concern about the current generation of young leaders. “Since the 1990s, a different breed of people

have entered politics. Educated youngsters began to hesitate to join politics. But by around the 2000s, politics became rife with unethical practices. Political parties began to focus on vote bank politics, dividing people along religious and caste lines and into larger scams. Youngsters no longer wanted to struggle to rise in the political hierarchy. They wanted instant positions, often relying on family connections and a comfortable lifestyle. Unfortunately, political parties have not been proactive in grooming leaders for governance. Most of them are focused on election campaigns and not the essence of politics that is actually required.”

“Today, the situation is even worse. Youngsters don’t want to understand the democracy, Constitution, or governance procedures. They often seek shortcuts to success, which leaves the country at a leadership crisis. In my view, unless we address this, the future will be bleak. Civil society now has a larger role to play in shaping political leaders.”

The Role of Mentorship in Political Growth

Srinivasan Sir’s vision for political leadership extends beyond just political campaigns. It is about the integrity of the person behind the public persona. “The most important lesson for political leaders today,” he explained, “is the attitude they carry. Politics is not a part-time job. Many young aspirants engage in politics only on weekends, but that is not enough. The country needs full-time, dedicated

leaders who genuinely want to serve the people, not just win votes.”

He continued, “I’ve noticed a significant change over the years. While many educated young people avoid politics due to its negative perception, there are still uneducated individuals who have succeeded in politics because they connect with the people. Their understanding of social issues, their ability to empathise, and their willingness to serve, are what set them apart. And this connection with the people is the most critical factor for political survival. It’s not about academic qualifications, it’s about listening to people and offering them solutions.”

The conversation then moved to NGPL’s efforts to bridge this gap in political mentorship. “We need to create awareness and provide political aspirants with the right tools,” he said, noting that NGPL offers workshops, seminars, and online training sessions to help future leaders. “The political world is evolving, and we cannot afford to ignore technological advancements. Artificial Intelligence (AI), social media, and digital communication tools are now essential for political survival. The political leaders of tomorrow must be educated on these tools and how they can be used to their advantage.”

The Changing Nature of Politics: Technology and Media

As we ventured deeper into the changing landscape of politics, Srinivasan Sir discussed the role of technology in shaping modern leadership. “In this digital age, every action a political leader takes is amplified,” he said. “Social media platforms like Facebook, Twitter, and Instagram can make or break a leader’s image in seconds. Even the smallest mistake can go viral and damage a reputation built over years. Therefore, political leaders need to be cautious about their public persona.”

He stressed that technology also presents immense opportunities for political leaders. “It is essential for young leaders to learn how to use technology to communicate with the people. Whether it’s through social media or leveraging AI for data analysis, understanding these tools will be key to effective governance.”

“The future of politics will also be shaped by how well leaders can adapt to these technological advancements. AI, for instance, can be used for sentiment analysis, to understand public opinion in real-time. A leader who embraces these tools can connect more effectively with their electorate,” he explained.

The Importance of Electoral and Judicial Reforms

Our conversation took a serious turn when we discussed the need for electoral and judicial reforms in India. “India is the world’s largest democracy,” Srinivasan Sir remarked. “Yet, the state of our politics is marred by inefficiencies and outdated practices. The Indian Constitution is a guiding force, but the current system fails to address the real needs of the people.”

He noted that political parties have a vested interest in maintaining the status quo, as the existing system benefits them. “Electoral reforms are long overdue. We need a system that encourages merit and integrity, not one based on vote bank politics. Unfortunately, most political parties focus on exploiting social divisions to retain power.”

A Lesson from Kamaraj and Subramanian

One of the most memorable moments during our conversation was when Srinivasan Sir shared an anecdote from his visit to IIT Madras. He recounted asking a group of students how they perceived politics and politicians. “Without exception, every student raised their hand in agreement that politics was bad,” he recalled. “But when I asked about IIT Madras, every hand went up in admiration.”

He paused before continuing, “None of the students was aware as to who was responsible for starting this great Institution. I explained to them that the vision of two great

political leaders—Kamaraj, the then Chief Minister of Tamil Nadu, and C. Subramanian, the Education Minister, were responsible for the establishment of IIT Madras. They made a political decision to bring an engineering institution of international standards to Chennai. That was the power of politics—political decisions create great institutions.”

This was a pivotal moment for the students, who had not realised the role politics played in shaping their future. Srinivasan Sir’s message was clear: “Great institutions are the result of visionary political decisions. Politics is the bedrock of progress.”

The Challenges Faced by the Nation

Srinivasan Sir’s views on the current state of politics in India were sobering. “Many educated youngsters today perceive politics as a bad profession. This is a tragedy because India’s democracy needs the best minds to step forward and take responsibility. If the educated youth refuse to enter politics, it will be the uneducated and unscrupulous people who will dominate, and that will not be good for the nation.”

He spoke at length about the challenges facing young people who wanted to enter politics but were disillusioned by the system. “The biggest challenge we face is the reluctance of educated youth to engage with politics. They view it as corrupt, and they are not interested in learning about the Constitution, democracy, or governance. This is a critical issue for the future of the nation.”

A Call to Action

As our conversation drew to a close, what I could conclude is: India's future political leaders must be groomed. Through initiatives like NGPL, Sansad Ratna Awards, and advocacy for electoral reforms, the next generation needs to lead with integrity, vision, and knowledge.

"Young people must embrace the challenges and understand that political leadership is not about self-gain. It's about serving the people," he concluded.

Chapter 8: A Journey of Building Public Perception and Political Communication

As I sat down with Srinivasan Sir, it became clear that his journey, shaped by both ambition and a deep sense of social responsibility, had evolved far beyond just professional accomplishments. Our discussion focused on a range of topics, from political leadership to public relations, with particular emphasis on how Srinivasan Sir had worked tirelessly to build awareness and shape public perception across several initiatives, all with an underlying goal of improving the nation. One of the most striking aspects of our conversation was the thread of communication that ran through every initiative Sir had launched.

This chapter traces the evolution of his thoughts on communication, mentorship, and leadership, while weaving together his reflections on various initiatives like the Sansad Ratna Awards, NGPL, Prime Point Foundation, and Presense.

The Emergence of Public Relations and Branding

Our conversation naturally turned towards Sir's foundational interest in public relations, which had started during his banking days. "In my early banking days," Srinivasan Sir recounted, "I found myself more inclined towards communication than the technical aspects of

banking. It wasn't until later that I realised how deeply ingrained communication was in my nature."

While working as a banker, he found his skills in communication blossoming. "I was involved in writing, speaking, and connecting with clients, far more than the average banker. That's when I realised that I had a knack for public relations (PR)."

His growing interest in the field led him to start his own public relations and branding company in 1998, after taking voluntary retirement from the bank. "When I started the company, PR was still in its infancy in India," he explained. "Public relations was often mistaken for just dealing with the media, and people didn't understand its true power. I realised early on that public relations, especially in a corporate environment, was not just about creating media clips. It was about image management, branding, and creating a positive perception both inside and outside an organisation."

This insight led him to a new concept he coined called image audit. "I created image audits to study the perceptions of stakeholders – internal and external. An organisation's image isn't just what it projects outwardly; it's also shaped by how its employees and clients perceive it. The idea was to bridge the gap between reality and perception."

The screenshot shows the homepage of 'THE HINDU' newspaper's online edition. The header includes the newspaper's name, a Google search bar, and a date of Monday, Mar 12, 2007. Below the header is a bluehost advertisement for 'UNLIMITED DOMAINS' at \$6.95/month. The main content area is titled 'Education Plus Coimbatore' and is published on Mondays. It features a sidebar on the left with links to 'Monetize Your Installs' and 'business.cond...'. The main article is titled 'Image Audit launched for educational institutions' and discusses a Chennai-based non-governmental organization, Prime Point Foundation, which has launched an 'Image Audit' solution for educational institutions in the Coimbatore region. The article explains that this solution allows institutions to know their exact standing amongst key stakeholders like employees and students. It also mentions that 'Image Audit' is the study of 'hidden perception' amongst various stakeholders. A quote from K. Srinivasan, the Lead Auditor, states: 'While an institution regularly audits finance and stocks, it never audits its image amongst key stakeholders. Image Audit helps to understand'. The right sidebar contains links to 'Archives', 'Datewise', 'News', 'News Update', 'Front Page', 'National States', 'Tamil Nadu', 'Andhra Pradesh', 'Karnataka', 'Kerala', 'New Delhi', 'Other States', 'International', 'Opinion', 'Business', 'Sport', 'Miscellaneous', and 'Index'.

The Hindu report on Image Audit - 2007

Srinivasan Sir quickly became an influential figure in the corporate sector, helping organisations understand their image and make necessary adjustments. He worked with several popular colleges in Chennai, government bodies such as Indian Bank, and even the Postal Department, utilising his image audit tools to help them understand how they were perceived and how they could enhance their image. “My goal was always to build better awareness and help organisations succeed through strategic communication. I have even conducted image audit for political parties in 2000 to study the perception of their party workers and submitted reports to the leaders. Image audit

has also helped some big educational institutions corporate companies to foresee crisis,” he said, his eyes lighting up at the mention of his success.

The Genesis of Sansad Ratna and Public Perception

Despite his success in public relations and branding, Srinivasan Sir was never content with just corporate achievements. His journey into the political arena started to take shape after the 14th Lok Sabha. “At the end of that Lok Sabha, there was an overwhelming negative sentiment towards politicians,” he recalled. “People were starting to believe that all politicians were corrupt, and that perception was widespread.”

Srinivasan Sir found this perception to be problematic. “I realised that this negativity wasn’t entirely justified. There were, and still are, many good parliamentarians who work tirelessly for the nation. Unfortunately, the focus was always on the bad apples, and the media played a big role in that.”

This frustration led to the creation of an initiative to honour the top-performing Parliamentarians in 2009. The idea behind the award was simple but profound: to identify and celebrate the good work being done by parliamentarians and to highlight their contributions. “When I launched the Sansad Ratna Awards, the goal was to change the narrative around politics in India. It was about recognising parliamentarians who were working for the nation selflessly, without seeking attention or rewards,” he explained.

It was, for Srinivasan Sir, a way to acknowledge the hard work of political leaders who, despite the odds, still prioritised the nation's progress. "Politicians, just like professionals in any field, deserve recognition for their work. The Sansad Ratna Awards became a platform to do that – to reward dedication, consistency, and commitment to public service."

The awards went on to gain national recognition, but Sir's work didn't stop there. He continued his crusade to influence public perception and inspire young leaders. This led him to the Next Gen Political Leaders (NGPL) initiative, designed to ensure that the country's future political leaders would not only be knowledgeable but also capable of carrying forward the values of democracy and governance.

The Launch of NGPL: Fostering a New Generation of Political Leaders

Srinivasan Sir spoke at length about the inspiration behind the NGPL initiative. "In the 2018-2019 period, I saw an urgent need to groom the next generation of political leaders. There were no proper platforms where young leaders could be trained in the Constitution, governance, or even the ethics of politics," he explained.

The NGPL initiative, launched with the support of the Madras Management Association (MMA), quickly became a forum for political aspirants. "I realised that young political leaders needed to understand more than just political

strategies and electoral campaigns. They needed to be well-versed in governance, ethics, and the intricacies of the Constitution.”

One of the most significant aspects of the NGPL initiative was that it did not focus on any one political party. “It was open to all,” Sir stated. “Our goal was never to serve the interests of any specific political party but to create a platform where leaders across party lines could learn, interact, and grow.”

The initiative’s success was evident from the increased interest and participation from young political leaders and various political parties. Sir’s influence extended beyond the educational realm; it permeated into how people viewed political leadership in India. His focus was on bringing about a systemic change in how the country prepared its future leaders. This, according to him, was necessary to address the leadership crisis that had been brewing for years.

The Role of Communication and Technology in Modern Leadership

In the rapidly changing world of politics, Sir recognised that leadership could no longer be sustained through traditional methods alone. He realised that communication, and more importantly technological awareness, would be key to the success of the next generation of leaders. “Today’s leaders must adapt to modern tools and technologies to remain relevant,” he noted.

Sir's insights on technology in politics were striking. "In today's world, artificial intelligence (AI) and social media are reshaping the way political leaders interact with their constituents. From AI-driven data analysis to social media strategies, it's clear that future leaders must learn to engage with these tools effectively."

Srinivasan Sir was ahead of his time in recognising the importance of technology in governance and public life. "I'm currently writing a book on AI for politics. It's essential for leaders to understand the ethical use of AI, how to gather and process data about the electorate, and how to make better-informed decisions," he remarked.

At the same time, he stressed the importance of maintaining a genuine connection with the people. "Technology should not replace empathy and human connection. A good leader must balance technological engagement with emotional intelligence and an understanding of the real challenges faced by their constituents."

Political Training and Leadership Development

As we continued our discussion, Srinivasan Sir reflected on how leadership development had evolved in India. "In the past, political leaders were often groomed through years of experience, mentorship, and direct involvement in the community. Today, political careers are often seen through

the lens of electoral success, not necessarily through experience or governance skills.”

He was concerned that many young leaders today were skipping the essential groundwork. “In the old days, leaders learned through experience, whether in local governance or through their role in national politics. Today, too many young people think politics is a shortcut to power. They’re more interested in immediate positions of authority, rather than in learning the intricacies of governance,” he observed.

To counter this, Sir emphasised the importance of formal mentorship programmes and leadership training. “Through initiatives like NGPL, we hope to change this perception. Politics is not just about winning elections; it’s about serving the nation, understanding the Constitution, and adhering to ethical standards. This is something that is largely missing from today’s political landscape.”

Facing the Challenges: A Nation in Need of Reforms

Srinivasan Sir’s reflections on the state of Indian politics were candid. He expressed concern about the lack of electoral reforms and the overemphasis on family-based politics. “The country is facing a crisis of leadership. Politics today is largely dominated by political families. Young people who want to make a difference are often sidelined or disillusioned by the system.”

The discussion then turned to reforms, both electoral and judicial. “While the Indian Constitution is a brilliant document, its implementation often falls short. The electoral system, especially, needs an overhaul,” he said. “The system is too skewed in favour of those already in power. We need reforms that prioritise merit and governance over short-term political gains.” He explained.

A Call to Action: Shaping the Future of Indian Politics

As our conversation drew to a close, Srinivasan Sir’s message was clear. The future of India depends on its leaders, and these leaders must be prepared, ethical, and connected to the people they serve. His various initiatives—from Sansad Ratna Awards to NGPL—are all part of a larger mission to create a new kind of political leadership in India.

“Young leaders must understand that politics is about service, not self-gain. They must be educated, ethical, and empathetic,” he concluded. “Our nation needs leaders who will prioritise the people and the nation’s future over personal power. If we don’t groom them now, we risk a leadership vacuum that could harm the nation in the long run.”

Chapter 9: Embracing the Future: Technology as the Catalyst of Change

As I sat across from Prime Point Srinivasan, I could sense the excitement in his voice as he spoke about technology. It wasn't just that he kept up with technological trends — he lived and breathed them. Even though our conversation started as a casual exchange, it quickly became clear to me that his profound understanding of the digital world was not only a reflection of his curiosity but also a testament to his foresight. From the early days of computing to his work in the realm of AI, Srinivasan has been a passionate advocate of how technology can change the world for the better.

"I often tell people, technology is not the future," he began, his voice steady but full of conviction. "Technology is present. It's all around us, and if we don't embrace it, we risk falling behind."

Srinivasan sir's deep commitment to staying updated with technology traces back to the 1990s, when he was tasked with managing a computer centre at the Corporation Bank. It was during this period that he first immersed himself in the world of technology, even though he wasn't formally trained in it.

"I wasn't qualified, but I made it a point to learn," he recalls, speaking about the early days when he was managing the

computer systems. "Back then, we were using a DoS operating system. The entire room was filled with massive computer frames, and I would spend hours in the computer centre, absorbing every little thing about how the system worked."

He even recalls how, in the absence of Windows, he would go out of his way to buy books on early versions of Windows. "At the time, it was Lotus 1-2-3, the predecessor to Excel," he chuckled, remembering how foreign it all seemed. "But it wasn't about the technology itself; it was about understanding its potential — how it could shape communication, streamline operations, and create efficiencies."

Srinivasan Sir's deep curiosity was not restricted to just mastering the basics. He was ahead of his time. In 1995, when the internet became publicly accessible in India, he immediately recognised its potential. As Secretary of the Public Sector Public Relations Forum at the time, he organised an event to introduce the top executives of public-sector organisations to the internet. The concept was still nascent, but Srinivasan Sir saw the vast possibilities ahead.

"I knew this was going to change everything. It wasn't just a tool; it was going to be the foundation of the future," he said, his eyes gleaming with the same passion he felt back then.

From those early days of discovery, Srinivasan Sir continued to deepen his engagement with technology. But his approach was never about chasing trends for the sake of it. For him, technology was a tool that enabled creativity. As he rightly pointed out, "A person whose technology is sound, their creativity and ideas are multifold." In his view, mastering technology wasn't about replacing human innovation; it was about enhancing it. His adoption of technology in his own professional journey wasn't just for convenience but for making an impact.

Technology in Professions: A World of Possibilities

Our conversation quickly shifted to a larger topic: how technology was transforming various professions. From politics to journalism, teaching to law, Srinivasan sir was adamant that technology wasn't a luxury anymore — it was a necessity.

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- What are the best mobile journalism practices?



***AI GPT created by Srinivasan for
journalists***

"Technology is not only for one field; it's a part of every profession today," he said emphatically. "Whether it's journalism, where AI tools can assist with research, or politics, where technology can analyse public sentiment, technology is the enabler."

For instance, when discussing journalism, Srinivasan highlighted how AI tools could assist journalists in their research. "In the past, journalists had to spend hours sifting through physical archives. Today, with tools like AI, you can get the necessary data in seconds. The research that once took hours, now takes minutes." He also emphasized how AI could assist with fact-checking, a crucial need in today's information-saturated world. "With AI, you can verify facts much faster. Imagine if a journalist could instantly confirm the accuracy of a statement made by a politician or a public figure — that's a game changer."

But he didn't stop there. He moved to politics, an area where he had already made significant strides through his initiatives like the Sansad Ratna Awards and NGPL (Next Gen Political Leaders). Srinivasan observed how AI could transform political campaigning, data analysis, and even the way politicians interact with their constituencies. "AI can analyse public sentiment during election campaigns. It can tell you what the people are thinking, what issues matter most to them, and even how they feel about your opponent," he explained.

Turning to education, Srinivasan sir shared how AI could be used by teachers to enhance lesson planning. He had even conducted workshops for teachers, demonstrating how AI could generate lesson plans tailored to different learning styles. "We can use AI to help teachers create lessons that

make complex subjects more accessible to students," he said. "You simply give the right prompt, and it generates a plan that's engaging and easy to understand."

And when it came to law, he had an equally compelling example. "Advocates can use AI to quickly pull up relevant case studies, judgments, and legal precedents. It can help them prepare for court much faster," Srinivasan Sir pointed out, noting that even in the legal world, AI was not a replacement for human skill but rather a powerful tool that enhanced efficiency. The best part of all is, he gets immense satisfaction sharing his technical skills and knowledge with anyone who asks for.

In today's world, from 'share is to care' we have reached to 'share is so rare', it's time to redefine this

The Future is Now: AI in Politics, Journalism, and Beyond

Srinivasan sir's reflections on the potential of AI didn't stop at just providing tools for better efficiency. He saw AI as a catalyst for societal change, enabling a new level of transparency and accountability.

"Imagine this," he said, leaning forward, his tone turned sharp and purposeful. "During parliamentary sessions, MPs could use AI tools to immediately analyze public opinion on the bills they are debating. They could see in real-time how

the nation feels about their decisions. It would push them to be more accountable."

But while he was enthusiastic about AI's potential, Srinivasan Sir was also cautious about its challenges. "AI can sometimes create hallucinations," he said, referring to a phenomenon where AI-generated data may not always be reliable. "It's essential to verify the facts and be mindful of how we use these tools. But that's not a reason to shy away from technology."

He also acknowledged the widespread fear surrounding AI, especially among those unfamiliar with it. "People think it's rocket science, but it doesn't have to be. If you can use a mobile phone or a laptop, you can learn AI. It's not about replacing human intelligence; it's about supplementing it and making it more efficient."

Embracing Change: The Unstoppable Force of Technology

As our conversation neared its end, I couldn't help but reflect on the larger point Srinivasan had made: technology is not a distant future; it's the present. "People resisted when mobile phones came. People resisted when computers were introduced into banking," he recalled. "But we cannot stop progress. Technology is inevitable, and the best thing we can do is embrace it."

Srinivasan's vision wasn't about fear or hesitation. It was about adaptation, growth, and understanding that every new wave of technology brings new opportunities for those who are prepared. "You can't live in the past. We need to equip ourselves with the tools available today. And that's what I've always done."

In the quiet reflection that followed, I realized that Srinivasan sir wasn't just speaking about technology as a tool, he was speaking about it as a mindset. A mindset that sees change as an opportunity, not a threat. And it was clear to me that the future of technology, AI included, wasn't something to fear. It was something to master.

Chapter 10: Youngsters Can Make Histories and Horizons

‘The potential of the younger generation is limitless’ and this is that one echoing statement which continuously clings in all our ears, throughout our youth, chanted by our elders. Most of the youth by the time they realise the scope and capacity, the bus is missed! And this anxiety of missing out on a great opportunity of youthfulness pushes them to overburden the next generation to do extremely well, even without explaining to the youth what it means. So this vicious cycle of this unclear understanding of youth and its potential needs an effective breakthrough.

Srinivasan sir firmly believed that the youth could accomplish extraordinary things, if only they were properly guided, educated, and given the right tools. It is important to equip them with right mentorship; right attitude bound with righteousness.

"Youngsters are the future of India," he said, his voice filled with optimism and continued, "From families to society, we are all investing in them, shaping them into the leaders of tomorrow.

Just as we, as parents, nurture our children to be the future parents of our own families, the same needs to be done on a larger scale for the nation as well, we are giving the future

of our country that we have protected, cherished and loved."

Srinivasan also acknowledged the complexities and challenges the younger generation faces today. "Today, the youth are more engaged in virtual media than ever before. While the technology brings its benefits, it also isolates them from the traditional forms of social engagement we once had. In my childhood, I remember growing up in a joint family, where we had a deep connection with our extended family and neighbours. We learned life lessons from everyone around us, from stories shared by grandparents to playing games that brought us together," he shared, reflecting on the changes that technology has brought about.

Yet, Srinivasan was not one to simply critique the times. He understood the importance of adapting to the changing world. "Technology is here to stay, and we must learn to use it to our advantage. It's not about rejecting it, but rather filtering out its negative aspects and embracing its potential for good."

One of his most poignant points during our conversation was his insistence that the younger generation must stay curious, stay inquisitive, and, most importantly, stay humble. "In our traditional Indian culture, we have always valued knowledge. But we also have to understand that leadership requires growth, both personal and

professional," he said, adding that young leaders must learn to go step by step. "Success is a process, not an overnight achievement."

As we discussed the importance of mentors, Srinivasan shared an excellent anecdote that he had tried to create opportunities for mentorship for young minds. "I once was chosen as a virtual guide for an International University based in the United States.

The concept was that every student from the class was assigned to an international virtual guide and their research on the same topic. By the end of this 4-week program, the children present their paper in class on the same topic but with a global perspective. It is just like researching a topic from various angles, perspectives on its geopolitical influence.

The beauty is the rich understanding the students gain through this exercise. One mentor was from Japan, one from India, one from the Middle East and so on. I was desperate to try this unique concept for Indian students too. Tried to start a mentoring programme were experienced professionals, free of cost, would guide students.

The mentors were excited and ready but unfortunately, the response was underwhelming. It's not that young people aren't eager to learn; it's that sometimes they don't see the value in accepting mentorship," he reflected, indicating that the issue wasn't just about availability, but the willingness

to learn and absorb from others. I was so inspired by this beautiful concept that I am genuinely looking for avenues to get this to reality. This experience and learning is something that the children will not get through browsing on the computers or watching videos on the same. This concept is worth experimenting. But even in these challenges, Srinivasan remained hopeful and his trust on youth was unchallengeable. "Youngsters can make histories and horizons. The opportunities are endless for those who are willing to learn, grow, and sacrifice and we do have examples of those who have understood this very well and have utilised every opportunity that comes their way," he said.

As our conversation drew to a close, Srinivasan Sir, ever humble, reminded me of the foundation of his life's work. "I am just a puppet in the hands of Lord Krishna," he said softly, his eyes reflecting his deep sense of faith. "Everything I have done, every success, every setback, it is all under his direction. I am not doing anything personally. It is Lord Krishna who guides me, and I am just following his will." It was this humility, despite all his remarkable achievements, that left the deepest impression on me. Srinivasan Sir's dedication to serving a higher purpose, his belief that he was simply a vessel for divine guidance, and his unwavering commitment to nurturing the future of India through the younger generation, made this conversation one I will always cherish.

Chapter 11: The Authors Take Back!

Being Simple Is The Key to Success

This book is the outcome of my 15 years of observation, and four years of intensive discussion on the journey of Srinivasan Sir trying to know him more deeply. In this extensive exercise of learning more about Srinivasan Sir's learning and understanding him more closely like never before gave me a lot of thought-provoking questions and answers to many. My biggest question was, can his techniques of handling life and its challenges be applicable in today's world? Is the world the same as it was, or has it changed drastically? After a lot of self-debating and confronting my own mind and thoughts, I confidently conclude that where there is a will, there is a way. What matters here is what your will is. If your will is to prove the point that the world is chaotic, unkind and directionless your way comfortably leads you there. On the other hand, if you believe that the world is filled with unlimited opportunities with trust, compassion and gratitude, and the best minds with the right intent make the best of their opportunities, then you are absolutely on my page of believing that the world is a beautiful place with beautiful people to lead our life. Choosing to be optimistic, futuristic, and simple gives us the strength to bear the biggest challenges with grit and the heaviest success with humility. How is one defined to

be 'simple'? To my comprehension, I would say to stay simple means to do things with less flamboyance, without having an intent to please or portray the person and to ensure that you do it right, with the best apparatus lies within you. When things are measured and limited to optimum use, it leads us to satisfaction and satiation. Reaching the state of satiation is an art that gives you the next step to grow. Only if you feel fulfilled with one of your desires, you then focus on the next desire to fulfil it. And this is the philosophy of being simple. But unfortunately, in this world of mad race, the point of satiation for our desire is never reached. Which technically means we are never happy and content with what we possess. There is a run for more...there is a run for long. There is a run to acquire the world, leading us to unstable mental health and a chaotic lifestyle, which later we regret for losing the time that we discredit its respect. My biggest take back is keeping life. 'Simple and content' is the biggest challenge and one who knows how to tame this will have a world of time and constructive ideas that will help him redefine every day to be a better person. Let us do things which give us utmost inner satisfaction with no iota of guilt or fear of being judged by the world around us.

Nation First, Rest Follows

Being an ardent believer in "nation, the first" is an inbuilt expression of mine that the National Cadet Corps have

instilled in me with rigorous training, reaching me up till the Republic Day parade in Delhi. Being a dedicated scouts and guides cadet during school, receiving the President award for the same has always made me believe that my nation is the best and it is inalienable. So when I met Srinivasan Sir, the first time, the strong chord that struck both of us was the unparalleled love, respect and concern we had for our nation. My first meeting with Srinivasan Sir, which is still vivid and clear in my memories, was scheduled for 15 minutes, but ran for 1 hour 45 minutes. There were so many things in common. There was so much belief in this system and there was so much both of us could share. Both of us were on the same page but of different eras .

Look to Your Roots to Reach The Skies

I can't agree more with Srinivasan sir's belief that we have a very rich history, culture and heritage that we are taking it way too lightly and here I jump in with a few points wishing to add flame to our young minds. In the craze of looking at the west and running for their lifestyles, we underrate the richness of the east over the west or rather I take an extra leap to say, underrating India over the rest of the world. The country that had precisely studied planetary movement centuries before Galileo Galilei, the country that is the mere reason for the existence of number system and mathematics with its invention of zero, the country that was using medical surgical equipment irrefutably way back in

1000 BC, the country that spoke of mental wellness and birthed the concept of universal power and spiritualism, the country that cherished and celebrated marriage, childbirth and family system that most of the world is struggling to frame one even today, the country that had commendable engineering and unique techniques, the country that worshipped natural elements and natural resources rooting it to the deepest of history and what not? Can I forget to mention the women empowerment that has been instilled in our cultural practice that we look up to her as devi, shakthi and motherland itself? The most sought after countries including the Supreme Power, the United States had to struggle for centuries to ensure that their women get the rights to vote, the mere stand of equality and dignity! We haven't even thought in that line because for us equality is non negotiable and it is bound to be there .

We were a developed country in the past and we will soon be one!

From that motherland which was contributing 25% of global GDP to the world to where my country stands today, I take it as a curse of plunder of knowledge, wealth and unity by the west that has made my country struggle today as a 'developing country with extremist disturbances'. So there is nothing i think my India needs to look from the west rather its time that we look back to our roots that has the solutions for all that we seek !

You Don't Choose Your Mentors; Your Mentors Choose You

One should understand the distinct difference between an advisor, guide and a mentor. It is mostly interpreted to be synonymous. Though they look similar, they have many distinct differences. In an Advisor, one looks for an opinion or a quick discussion, maybe even a direction in resolving a situation or a task. In a guide, one gets the advantage of handholding, explanation, references, advices, strategising and ensuring that the task is completed with least complications and on time. Both of them are time bound in commitment with specific targets. They don't own the responsibility of grooming you, giving you their horizons of intellect, their endless time, their ideas, their knowledge with an intent of looking at you as an extension who is fit to take their position, now or later. This is what a mentor does for you. There is so much time, energy, and effort that is required from the mentor to invest on the mentee. This is a lifetime bond whom you can reach out to at any point in life. Looking for a mentor, to bring on the same page, into the same wavelength, with similar thoughts is not something that we can find or trace. It needs to happen as a process and by the mentor. A mentor stands as a pillar of support, your spine and grows you high with his confidence in you. He reads you, knows your strengths and weaknesses and crafts you in accordance to that to bring the best version out of you!

The one who finds the right mentor has virtually crossed the bridge, what remains is to do it in reality!

My Mentor Srinivasan sir, not just crafted my scope of work in Prime Point Foundation but every crucial step of my life, be it what i studied, be it the person i married, be it the profession i chose, be it my plan in going the family way, my ups, my downs and my everything. From being an Assistant Secretary who diligently placed chairs and organised the seating arrangements some 13 years before in the Sansad Ratna event to today being the Chairman of Sansad Ratna Awards Committee is the actual definition of handholding and trust. There were times I was not ready to take up these slow and steady positions that sir was bestowing on my shoulders, I was doubtful that I was quite young to shoulder those, his confidence in me raised me above all doubts and apprehensions .

My mentor has stood with me all time and I have never given him the chance to stand alone!

He is an absolute supporter of Women's Empowerment in its real sense who believes in trusting the youth with leadership roles. Now that when I conclude this esteemed book "Ideas to Institution - 75 years journey of a visionary" a tribute and *gurudhakshana* to my dearest blessing of my life Shri Prime Point Srinivasan, who has just not been a mentor to me but a piece of my heart!

Chapter 12: Recognitions and Tributes



प्रधान मंत्री
Prime Minister

MESSAGE

It is indeed heartening to learn about the 13th edition of Sansad Ratna Awards being held in New Delhi. Greetings and heartiest congratulations to the distinguished Parliamentarians for winning the awards.

As the Mother of Democracy, India's socio-political systems and practices have an ancient tradition of debate, dialogue, spirit of cooperation, transparency and inclusiveness.

Our democracy, Parliament, Parliamentary systems and procedures and the participation of people's representatives have played a crucial role in furthering the nation's glorious journey.

Discussions and debates in Parliament provide a forum to the government and policymakers to fulfil the people's aspirations and take the country's development journey ahead. It is the responsibility of every Parliamentarian to enhance the quality of debates in the House, as also voice the concerns of the people, particularly the poor and marginalised sections of the society.

This year's edition of Sansad Ratna Awards recognise and honour the outstanding contributions of some of our eminent Parliamentarians. I am sure that the Awards will inspire every Member to further enrich Parliamentary proceedings through their vision and wisdom.

Best wishes to everyone associated with Sansad Ratna Awards Committee for their future endeavours.

(Narendra Modi)

New Delhi
फाल्गुन 05, शक संवत् 1944
24th February, 2023

Tributes from Eminent Personalities

“When I went to Chennai in 2010 to receive the first Sansad Ratna Award, I was impressed by Srinivasan’s unique ideas, simplicity and the work the Foundation does. From 2010 to this date, my relationship with him has remained like a brother with mutual goodwill, respect, and a beautiful friendship. This award encouraged me to work hard to improve my Parliamentary performance. I am very happy that from the first Awardee to the Chairman of the Jury Committee for Sansad Ratna Awards of 18th Lok Sabha, we have grown together. Only because of his efforts, Bharat Ratna Dr Abdul Kalam visited my Constituency in 2014 to interact with nearly one lakh students and thousands of teachers. It still remains a historic event in the memory of our people.”

Shri Hansraj Ahir, Chairman, National Commission for Backward Classes (A Constitutional Authority in the status of Union Cabinet Minister) and former union Minister of State Home

“Shri K Srinivasan, the Founder of Prime Point Foundation, is a rare and remarkable individual whose unwavering commitment to principles and deep-rooted in parliamentary democracy have always inspired me. One of the most respectful contributions is the Sansad Ratna Awards, which have become a symbol of credibility, transparency and

democratic spirit. His clear focus on Youth Development and Women Empowerment is evident in the way his organisations are structured and function. From being a Sansad Ratna awardee to eventually serving as the Chairman of the Jury Committee for the Sansad Ratna Awards for the 17th Lok Sabha, I have had the privilege of witnessing firsthand the hard work, sincerity and integrity that he and his team invest in the initiative each year. “

Shri Arjun Ram Meghwal, Union Minister of State (I/C) Law & Justice and Parliamentary Affairs, Government of India

“Shri Srinivasan has dedicated his life to public service through communication, ethical journalism, parliamentary excellence, and nation-building. What truly sets him apart, however, is not just his stature as a communication strategist or thought leader, but his humility and personal warmth. In honouring him through this commemorative book and at the upcoming Sansad Ratna event, we are not merely celebrating a remarkable individual—we are acknowledging a silent force who, with dedication and sincerity, has uplifted institutions and inspired countless citizens and leaders alike.”

Dr. Sukanda Majumdar, Hon’ble Union Minister of State for Education, Government of India

“Mr. Srinivasan’s unwavering dedication & leadership in building the Prime Point Foundation, instituting the Sansad Ratna Awards, has brought much-needed recognition & accountability to parliamentary work. His commitment to objective & transparent analysis & progressive & effective governance is truly commendable.”

Smt Supriya Sule, Hon'ble Member of Parliament

“Shri Prime Point Srinivasan’s work through the Sansad Ratna Awards has transformed how we recognise parliamentary performance, encouraging accountability and stronger MP-constituency engagement. As a multiple-time awardee, I’ve seen firsthand his clarity, vision, and deep commitment to democratic reform. His efforts to strengthen Parliament’s engagement with banks and PSUs are evident in the improved quality of inputs before committees, including Finance, Estimates, and the JPC on One Nation One Election, which I Chair. |

Shri PP Chaudhary. Hon'ble Member of Parliament and Chairman-JPC on One Nation One Election

“His unwavering dedication to strengthening our democracy through the pioneering Sansad Ratna Awards is an inspiration to us all.

Shri Srinivasan's visionary initiative has created a unique and invaluable platform to recognize and celebrate the diligence and commitment of our Parliamentarians, fostering a culture of accountability and excellence in public service. His tireless efforts have not only honoured deserving individuals but have also enriched our nation's democratic fabric."

Dr. Shrikant Shinde, Hon'ble Member of Parliament

"Inspired by the visionary teachings of late President Dr. APJ Abdul Kalam, the Sansad Ratna Awards were instituted in 2010 to honour and recognise the top-performing MPs, based on their work in the legislative body. This pioneering initiative was conceptualised and driven by Mr. K. Srinivasan, the Founder of Prime Point Foundation, with his unique concept of continuously, efficiently recognising & facilitating the top performing MPs in Parliament year after year. To this day, I have rarely come across anyone who has so relentlessly and selflessly dedicated themselves to such a movement."

**Shri T G Venkatesh, Hon'ble Former MP and Chairman,
Standing Parliamentary Committee on Transport**

“My greetings and best wishes to Srinivasan of Prime Point Foundation who is celebrating his 75th birthday shortly. It is indeed difficult for me to believe he is touching the 75 year old milestone, particularly knowing his zeal and active contribution in various activities to improve the quality of democracy in this country. I am particularly associated with him in Sansad Ratna awards where parliamentarians were distinguished and rewarded. I am also happy to see his active participation in promoting young political leaders, facilitating students' scholarships for education and his significant contribution in the digital world. I am overwhelmed with his remarkable enthusiasm, even at this age, and we need to recognise his selfless work to the nation.”

Shri T S Krishnamurthy, Former Chief Election Commissioner of India

“I have known Srinivasan for a long time. His commitment is remarkably high. He has taken the Sansad Ratna Awards to a different level with high credibility. PreSense is another great initiative. When I inaugurated the first edition in 2006, I had the great hope that he would run this successfully for a long time. I am glad that PreSense carries well-researched articles.”

Dr Y.S. Rajan, Scientist and close associate of Dr APJ Abdul Kalam and Co-Author of the book India 2020

“Mr. Srinivasan’s unwavering dedication & leadership in building the Prime Point Foundation, instituting the Sansad Ratna Awards, have brought much-needed recognition & accountability to parliamentary work. His commitment to “objective & transparent analysis & progressive & effective governance is truly commendable. His commitment to objective & transparent analysis & progressive & effective governance is truly commendable.”

S. Narendra, Former Information Advisor to the then Prime Minister of India

“Corporation bank, Srinivasan is a very unique person who has the power of connecting people from various walks of life merely like a bridge. During his days in the Bank, as I have known him for over 40 years now, he was always looking at avenues to help others and make efforts in the betterment of the lives he could. His unchallengeable determination and focus with the combination of humility and humanity, has made him the person he is today. For me, Mr Srinivasan has just been the same from day one to now, and the only thing that has grown is his urge to continuously help society with conviction and positivity.”

Shri T Rajendar, Popular film Director, Actor, and Producer

“Mr. K. Srinivasan, my classmate, with whom I have more than 55 years of personal association & till now, including the college days and staying together until the marriage. He is self-assertive and ambitious. He can always steer himself well. “

**Prof. Dr. R. Jagannathan, Former Vice Chancellor,
Middle East University, United Arab Emirates.**

“Mr. Prime Point Srinivasan was inspired by Dr. A. P. J. Abdul Kalam, who was a great visionary. Mr. Srinivasan is a visionary himself. Some visionaries have good ideas. Others are good in action. Mr. Prime Point Srinivasan was able to successfully transform ideas into action. I have immensely benefited from Mr. Srinivasan's advice and guidance on many occasions, personal and professional alike. What stands out is Mr. Srinivasan's sense of service and his unswerving belief in the potential of young minds to make a difference and transform India.”

Prof Sudharsan Padmanabhan, IIT Madras

“Srinivasan’s journey reflects resilience and passion, guided by revered figures like Shri Kanchi Sankacharya Jayendra Saraswathi Swamikal and Dr. A.P.J. Abdul Kalam. He is undoubtedly an inspiration for the younger generation. His unwavering dedication, visionary

leadership, and transformative initiatives continue to inspire countless individuals.”

Prof.(Dr.) K G Suresh, Director, India Habitat Centre (Former Director General of IIMC and Vice Chancellor, MCN University of Journalism, Bhopal)

“Prime Point Srinivasan is not just a name—it is an embodiment of integrity, intellect, and inspiration. A true unsung hero of our times, he stands tall as a silent warrior who has transformed lives through unwavering principles and spiritual depth. A captain with a vision and a torchbearer of ethical leadership, he began his journey as a "king" in his field—and with time, gracefully rose to become a kingmaker in India's public life. . “

Shri R. Nurullah. Chief Reporter (Retd.). Dinamalar, Chennai

Srinivasan has guided me and eased me into the job of digital writing and editing. This is something I look back with awe. And his choice of topics for PreSense e-magazine is something extraordinary. His articles and cover stories are testimonials to this amazing talent.

He desists and hates procrastination. A man of great principles. I salute him.

Ramesh Sundaram, Senior Journalist, Retd. From The Hindu

“Srinivasan’s intellectual pursuits and gracious personality have touched countless lives, including me. He is the person who motivated me to draw Prince cartoons regularly since 2008. I feel proud that Prince cartoons were inaugurated by Dr Abdul Kalam.”

Shri Triambak Sharma, Cartoonist, Editor, Cartoon Watch, Raipur

“I can say Srinivasan is a model for youngsters to emulate in terms of perfection, punctuality, discipline, and superb organisation skills. The Prime Point Foundation and the Sansad Ratna awards which he launched some two decades ago has become a reference point for excellence for the elected representatives of the country. MPs are proud to receive the award and tout it at their constituencies, which often gets them re-elected. Such is the pristine beauty and honour of this unique award without a parallel.”

Shri TN Ashok, Executive Editor. Gfiles, IPA News

“Here, I will refer to him simply as “Sir,” with the reverence that title deserves when it belongs to someone who has become an institution in himself. I admire his intellectual rigour, his boundless energy, his farsightedness, and his deep-rooted values. Sir taught me the true essence of humility — not through lessons, but by living it. His legacy is not only in what he built or achieved, but in how he made others feel seen, elevated, and inspired — even, and especially, when he stood aside from the spotlight. For me, he will always be “Prime Point Sir” — the unwavering centre of wisdom, dignity, and quiet greatness.”

Shri V Prem Shanker, Senior Executive Editor, Puthiya Thalaimurai TV and a Senior Journalist

“I have known Mr. Srinivasan for over thirty years. Uniquely, he grew up in reverse order, matured early in life but is now growing younger—more energetic and inspiring with age. As a fortunate founding editorial board member of PreSense, a pioneering positive-focused publication, I recognise him as the 'Father of Positive Communication.'”

Shri Arun Arora, Director - Strategy and Communications, Chetak Foundation, Delhi

“Prime Point Srinivasan is a living wonder in my opinion. At the age of 75, he works like a 27-year-old boy. His ability to adapt to technology is Amazing. I really envy him. I feel his life is a lesson for the younger generation. He is a great mentor.”

Shri S Mohan, Chartered Accountant and President of Society of Auditors

“Brother Srinivasan is blended with conventional and contemporary culture. His high thinking towards fast growing technology is par excellence. His core desire to comfort the society with his tremendous and untiring contribution is worthy of emulation. We always see in him the most important divine virtue of developing and grooming people like him to enable them to be of best use to society.”

Sister BK Sarla, President, Global Forum for Public Relations, A wing of Bramakumaris

Conclusion

As these tributes affirm, Srinivasan Sir's legacy is not merely defined by his work, but by the lives he has touched, the wisdom he has shared, and the change he has sparked in the hearts of many. His journey is a testament to the power of vision, humility, and resilience. While his

achievements have been numerous, it is his unwavering dedication to service, his quiet leadership, and his belief in a greater purpose that truly set him apart. For those of us privileged enough to learn from him, his story will continue to inspire, guiding us in our own paths as we strive to live with the same clarity, integrity, and compassion that he has shown us. Srinivasan Sir's work will continue to echo in the lives of generations to come, and his legacy will remain a beacon of hope, inspiring all who dare to dream and act with purpose.

Jai Hind



Prime Point Foundation has published more than 50 books in digital and print format. All books are distributed free of cost. The books can be downloaded from the following link.

<https://tinyurl.com/PPFpublication>



About the Author

Priyadharshni Rahul is a Supreme Court Advocate with dual degrees in Political Science and Law, as well as a master's in Psychology. She serves as the Editor of PreSense and is the President of several influential organisations, including Prime Point Foundation, Digital Journalists Association of India, and Next Gen Political Leaders. An achiever from a young age, she earned prestigious honours such as the Duke of Edinburgh Award, President's Award, and Prime Minister's Award for leading Tamil Nadu's NCC on Republic Day in 2005. She was India's Youth Ambassador to the UK as a student. she has authored 7 books, including Ideas to Institutions: 75 Years Journey of a Visionary. Her accomplishments include the Dr. Abdul Kalam Award of Excellence and recognition in the India Book of Records in its World Records category.

Priyadharshni is also a highly regarded motivational speaker and writer. She has assisted senior Parliamentarians, including Chairmen of Joint Parliamentary Committees, on legal matters. She is the Standing Counsel for various Government bodies including the Municipal Corporation of Delhi and the New Delhi Municipal Council. Currently, she is pursuing a Ph.D. in Indian Parliamentary Democracy, continuing her impactful work in both the legal and political realms.