



Srividya Srinivasan - A Profile

Srividya Srinivasan is an entrepreneur, businesswoman, communication consultant and strategist for the last 28 years, a published author, poet, philosopher, film maker and anchor.

Entrepreneur:

A self-taught entrepreneur of over 28 years, Srividya Srinivasan brings a unique fusion of creativity and process, method into the madness, spontaneity into rigid structures and believes in-depth study of businesses and brands in a dynamic and alive context with respect to market and opportunities. She thrives on insights, direct inference, conversations, idea-storming and advocates originality over compromised brand building or business. She believes in challenging herself by continuously deconstructing labels and comfort zones and is open and keen to partner with organizations, clients, brands and vendors with a similar bent of mind looking to go the extra mile and grow. She is comfortable questioning status quo and is right now exploring new initiatives in Ethical brand and Entity building, and identity in a disruptive world. In a rather jaded world, you would find her energy, commitment and resilience rather refreshing. She sets high benchmarks in quality, and is rather demanding when it comes to excellence.

As an entrepreneur for over 28 years, she is the CEO of Rasters Media Integrated, a niche creative and strategy firm from Bangalore since 2000. She has done extensive work with clientele from large multinationals like Fidelity Investments, JP Morgan Chase, General Electric, Volvo, Volvo Construction Equipment, Shell, HP, Société Generale, Accenture etc., to very medium and small start-ups and entities in their brand journey - exploring and guiding the length and breadth of strategic corporate communication, both Internal to external needs across print, digital, corporate, audio-visual and new media spaces.

Executing Corporate and Industrial communication work ranging from crisis management to spoof, from recruitment advertising (external) to campus drives, to training materials for induction to technical support communication, from HR compliance, dress code campaigns to risk management, from swine-flu awareness to fun family day events... From digital interactive games to leave behinds ...

From technical brand building to specialized focused audience communication, from motivational films to strategic campaigns - she has had the opportunity to explore the length and breadth of strategic corporate communication in the last close to three decades.

She has also worked extensively with retail, fashion, lifestyle, fitness, education, and national and statelevel FMCG brands in categories as varied as infant wear to ice creams, cooking oils to paints and has guided a wide gamut of requirements in Strategy, brand building, creative execution of

Photo campaigns to TV commercials, promotions, packaging, signage, point of sale to spaces and media deployment across media and various marketing strategies in the retail industry.

Her work for brands and entities has also been across languages like English, Hindi, Tamil, Kannada, Telugu Malayalam, Marathi and Gujarati.

In India, she has executed work from Kashmir to Kanyakumari, traversing the length and breadth of the country and across its states. From working on the day her son was born to ensuring the completion of a project during a flood burst at Ladakh, she walks the extra mile when it comes to meeting professional commitment.

An entrepreneur of close to three decades, Srividya Srinivasan is a brilliant communication strategist, a complete creative professional who excels in everything she puts her passion into. As a leader, she has also mentored and groomed teams to success.

She has recently founded Jackpala Foods Private Limited, a FMCG venture totally committed to sustainable foods and all products related to the versatile Jackfruit. The avid foodie in her, is excited to explore the vision of a jackfruit tree in every home, and a shelf full of Jackpala products.

Author & Poet:

Her first book 'A Thick Fat Finger and other Stories', a collection of short stories on human interest is currently available on Amazon, Barnes and Noble and Flipkart in both digital and printed formats.

Her second book 'Kill Me with Love' is a psycho-thriller novel, has been published by Juggernaut Publishing House and is retailed through their website. It is also currently being explored for a television series or a thriller feature film.

Her third book 'The Hand of Destiny', – a political novel on terrorism and the randomness of human tragedy was published by Leadstart Publishers in 2020 and is highly rated by readers on both Amazon and Goodreads. The book was also part of dramatized reading at Alliance Francaise, Bengaluru. A Mother's Day event at Lahe Lahe through the characters. She also showcased the book through an interview session at the Bengaluru Literature Festival 2021.

Some of her satirical and philosophical writings, that she is currently exploring are 'The Gods must be so bored!' – A religious satire, 'Neti - Dialectic Monologues' - A book of modern philosophical debates of monologues of the mind with itself, drawn from a fusion of Plato's method of dialogues and discussions and the Ancient Indian system of logic and reduction with Neti (i.e., not this), apart from a novel set in the Sangam Period – The Dance of Kotravai, A book of short stories of women from the past – And, then they spoke, among many others.

She has nearly 18 more books in the pipeline, at various stages of completion. She also explores flash fiction and memes and many of her quotes are extremely popular over the internet. Just google Srividya Srinivasan Quotes to see the popularity of her words.

As a poet, she expresses through powerful evocative words on the journey of the self, relationships, issues of feminism, women and children issues of freedom, war and tragedy, nature, and participates in poetry sessions and readings regularly at Bangalore. She has a repertoire of nearly 150 poems encompassing a range of subjects that are ready to be compiled into a two-volume collection. Her First volume of poetry is now in the final stages of publication.

She reads her poetry regularly at Atta Galatta, Let Poetry Be. She has also shared her poetry at the Bangalore Poetry Festival, at a London Open Mic at London. She has featured her poetry at Urban Solace as part of the Tuesdays with the Bard and has also shared her works at Mehfil at Lahe Lahe, and Just Books. She has performed at the 100 thousand poets for change, Bangalore multiple times and much of her writings reflect her bold stand, activism and her deep love for humanism, nature and the sacredness of the individual. She has also performed her work at the one-minute theatre festival twice at Loud Women Theatre festivals showcasing her poetry and her creative activism.

Podcaster:

She has recently started her podcast 'A slice of Meraki' on Spotify with Leadstart Publishers and it traverses a variety of topics and perspectives, the Podcast has completed its first season and is onto its second season.

Film Maker, Cinephile and Actress:

Srividya Srinivasan makes short films, documentaries and ideates for television and film scripts. She has directed many TV commercials in multiple languages and produced large projects for profiling Multinational companies in their corporate brand projection. She works with Virals, short formats, interviews and spoofs in addition to heavy, engineering or technical subjects as both a director and producer. She is as comfortable painting a picture through moving visuals as she is with her words. She is also an amateur actress and lends her support for short film roles. She anchors and curates' sessions on Film appreciation.

Social Worker and Activist:

She used to self-fund and run a home for underprivileged children called Kumara Nilaya that housed and educated children and believes strongly in the cause of child rights and women empowerment. She writes extensively on politics, children and women issues, human rights violations through articles, and poetry.

She regularly attends and contributes to nature conservation efforts, seminars, farming and organic food initiatives, Earth Spirituality Dialogues and Farmer causes. She has initiated Better Choices Better World, a platform aimed at collaborating individuals, organizations and initiatives that help the world make better choices. She interviews and showcases meaningful journeys in the same.

Events and engagement sessions:

Srividya Srinivasan has had the opportunity to share some of her insights as a writer, poet and creative professional through workshops at St. Annes Junior College for Women, Cauvery College for Women, creative writing for the junior school wing of Silver Oaks School and chaired two sessions on branding at Christ College, Bangalore and given an entrepreneurial talk to the undergraduate management students. She was a speaker at WEFT (Women Entrepreneurs for Transformation). She will be initiating corporate and group training sessions on creativity and self-expression shortly. She was a judge at the Verse of Silence poetry sessions held in Bangalore. She moderates selected sessions at Fireflies Annual Dialogues every year. She anchored the two days of the Bengaluru Poetry Festival 2022 in a lively and extremely professional manner.

Professional Link:

<https://www.linkedin.com/in/srividya-srinivasan-2135a86a/> - LinkedIn

Writings and Creative Links:

Her writings may be followed on:

<https://www.srividyasrinivasan.com/> - Website

<https://www.facebook.com/srividyasrinivasanwritings/>

https://www.goodreads.com/author/show/9794304.Srividya_Srinivasan

Contact Details:

Email id: srividyasrinivasan@rastersmedia.com,
srividyawritings@gmail.com