

Srividya Srinivasan – Journey

Books:

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 is nearing completion and has been keenly appreciated by publishers.

On the lighter side of writing, she is working on a romantic comedy called 'Wooing Ms.CEO', a lyrical, philosophical, relationship novel that would be made into a film and is in its preliminary stages.

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).

She has nearly 8 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.

Poetry:

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 250 poems encompassing a range of subjects that are ready to be compiled into a two-volume collection.

Entrepreneur:

A self-taught entrepreneur, 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. She believes in challenging herself by continuously deconstructing labels and comfort zones and is open and keen to partner with clients, brands and vendors with a similar bent of mind looking to go the extra mile and grow.

An entrepreneur of over two decades, Srividya Srinivasan is a communication strategist, a film maker, a published author, a versatile poet and philosopher, an amateur actress, a travel enthusiast, a social worker and a keen observer of life around her. She puts to use the insights of her varied interests, rich experience, business acumen and sharp analytical skills into the work she does. She runs a creative, strategy and communication boutique firm called Rasters Media Integrated

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. 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.

Social Worker and Activist:

She used to self-fund and run a home for underprivileged children called Kumara Nilaya that housed and educated children. She writes extensively on politics, children and women issues, human rights violations through articles, and poetry. She has performed at the **100 thousand poets for change, Bangalore during 2014, 2015, and 2017** and much of her writings reflect her bold stand, activism and her deep love for humanism, nature and the sacredness of the individual.

She regularly attends and contributes to nature conservation efforts, farming and organic food initiatives, Earth Spirituality Dialogues and Farmer causes.