

LAUNCH &  
DISCUSSION OF THE BOOK

# THE MIRROR WITHIN

UNVEILING HIDDEN  
PERCEPTIONS THROUGH  
IMAGE AUDIT

**MAR** THURSDAY, 4:00 pm - 05:30 pm  
**26** Seminar Hall, 3rd floor  
**2026** MMA Management Center



C SIVA KUMAR



PRIME POINT SRINIVASAN



K ASOKAN



PRIYADHARSHNI RAHUL

## SYNOPSIS

Every organisation exists in three states: what it actually is, what leadership assumes it to be, and the "Hidden Perception" held by its stakeholders. For most CEOs, the distance between these identities—the Reputation Gap—is a strategic blind spot that invites crisis.

In this compelling narrative, Prime Point Srinivasan unveils the Image Audit, a diagnostic "Master Perception Check-up" designed to bypass corporate politeness and capture the raw, unedited truth. Through the Trinity of Truth—Anonymity, Group Safety, and Neutrality—this book reveals why "silent workers" are often your greatest assets and how early-warning signals can prevent mass talent exits.

In an era of AI-generated illusions and digital mirages, *The Mirror Within* is an essential roadmap for leaders with the courage to stop guessing and start measuring. Reclaim your organisation's soul and lead with the clarity of absolute reality

## PROGRAMME

- 3:15 PM Registration
- 4:00 PM Welcome & Introductory Remarks  
**Gp Capt R Vijayakumar (Retd), VSM**  
Executive Director, MMA
- 4:05 PM Overview of the Book by the Author  
**Prime Point Srinivasan**  
Founder and Chairman  
Prime Point Foundation and  
Digital Journalists Association of India
- 4:15 PM Launch of the Book and Address by the Chief Guest  
**Mr C Siva Kumar**  
Member, MMA Managing Committee  
Director, Roots Industries India Ltd & Partner, Timelinks
- 4:30 PM Address by the Guest of Honour  
**Mr K Asokan**  
Editor - Kumudam Weekly,  
Kumudam Snehidhi & Kumudam Bakthi
- 4:40 PM Discussion on "Corporate Image Audit" led by  
**Prime Point Srinivasan**
- 5.10 PM Q&A
- 5.25 PM Concluding Remarks & Vote of Thanks  
**Ms Priyadharshni Rahul**  
Editor in Chief, PreSense &  
President, Digital Journalists Association of India
- 5:30 PM Networking & Hi - Tea :Terrace Garden, 3<sup>rd</sup> floor

## PROFILE



### **Mr C Siva Kumar**

Member, MMA Managing Committee

Director, Roots Industries India Ltd & Partner, Timelinks

Mr Siva Kumar is a Strategic thought leader, Quality Driven, Passionate serial entrepreneur, he has nearly redefined the perception of the Small and Medium Industry in the Manufacturing space, especially around Asset Light Manufacturing, apart from guiding his Retail organizations towards an innovative and customer centric excellence model.

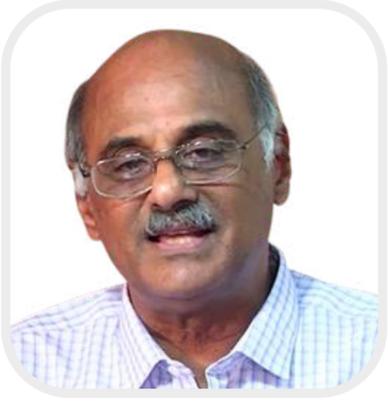
A Strategic thinker, he believes in creating and sharing wealth, which he has demonstrated across the group, a mid-tier conglomerate, straddling the domains of Asset Light Manufacturing, Consultancy and Retail.

His trend setting HR initiatives has been featured regularly in most leading business journals like The Business Line, Economic Times, Auto Monitor, The Business Standard, The Financial Express to name a few.

He is currently the Director - Roots Industries India Limited, Skillveri Training Solutions Pvt Ltd, Planys Technologies, Managing Partner - R.V. Industries, Prabha Associates, Partner - Timelinks and Partner & Promoter - Punniamoorthi Pillai Departmental Stores.

He is winner of various national and state awards which includes the "Inc India Award" for the top 100 people to be watched out for the "Excellence in HR Practices".

## PROFILE



### **Prime Point Srinivasan**

*Founder and Chairman*

*Prime Point Foundation and*

*Digital Journalists Association of India*

Mr K. Srinivasan, popularly known as Prime Point Srinivasan, after serving banking industry for more than 25 years, took voluntary retirement in 1998 to start his own public relations and communication consultancy. He also founded Prime Point Foundation in 1999, for promoting communication awareness. On the suggestion of Dr Abdul Kalam, he started an eMagazine PreSense in 2006 for positive journalism and also Sansad Ratna Awards in 2010 to honour the outstanding Parliamentarians. He also founded other flagship initiatives like Digital Journalists Association of India (DiJAI) and Next Gen Political Leaders (NGPL). He is considered as one of the communication and perception management experts. He introduced the concept of Image Audit to study the hidden perception of stakeholders. He has authored several books and received several awards for his digital journalism.

## PROFILE



### **Mr K Asokan**

*Editor - Kumudam Weekly,  
Kumudam Snehidhi & Kumudam Bakthi*

Mr K. Asokan is a veteran Indian journalist and editor with more than four decades of experience in Tamil media. He has held key editorial positions in some of the most influential publications in Tamil Nadu, including The Hindu Tamil, Ananda Vikatan, and leading magazines of the Kumudam Group.

Currently, he serves as Editor of Kumudam Weekly and associated magazines such as Kumudam Snehidhi and Kumudam Bakthi, publications known for their wide readership and influence in Tamil journalism.

### Career Highlights

Former Editor of The Hindu Tamil, the Tamil daily launched by The Hindu Group.

Previously Editor of Ananda Vikatan, one of the most popular Tamil weekly magazines.

Held senior leadership roles within the Vikatan Group, contributing to the growth of several publications.

Currently associated with the Kumudam Group, overseeing editorial direction for multiple magazines including Kumudam Weekly, Kumudam Snehidhi, and Kumudam Bakthi.

Over 40 years of experience in journalism, covering politics, society, literature, and public affairs in Tamil Nadu.

### Professional Contributions

Known for his strong editorial voice and analytical commentary on Tamil Nadu politics and public life.

Played an important role in expanding Tamil-language journalism within major media houses.

Recognized for mentoring young journalists and shaping modern Tamil magazine journalism.

## PROFILE



### **Ms Priyadharshni Rahul**

*Editor in Chief, PreSense &*

*President, Digital Journalists Association of India*

Ms Priyadharshni Rahul is a lawyer practicing in the Hon'ble Supreme Court of India, with strong interests in politics, governance, and public policy. She previously worked with the Times Group and a not-for-profit organisation under the Ministry of Commerce, Government of India, gaining expertise in communications, public relations, and policy engagement.

She serves as Chairman of the Sansad Ratna Awards Committee, an initiative inspired by Dr. A. P. J. Abdul Kalam to honour outstanding Members of Parliament based on performance. She is also the Founder President of Next Gen Political Leaders (NGPL), a platform that mentors young political aspirants through workshops on constitutional values, parliamentary procedures, and democratic leadership.

Priyadharshni is the Editor-in-Chief of PreSense, one of India's longest-running monthly e-magazines promoting positive journalism. A world-record holder (Asia Book of Records & World Records Union), she has compiled several e-books on governance and public affairs and authored the book "Where Will and Way Meet." She has received several honours including the Young Visionary Chanakya Award and Dr. Abdul Kalam Award of Excellence for Nation Building.

She has represented India internationally as a Youth Ambassador to the UK and has engaged in discussions with leading politicians, bureaucrats, and public figures through interviews, conferences, and policy forums.

## CONNECT WITH US



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### MADRAS MANAGEMENT ASSOCIATION



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**PRIME POINT  
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