

cordially invites you to a conversation on leadership
under the Event Series

**The Uncommon Leader:
Empowering Entrepreneurship**

featuring

Dr P Srinivasan

Social Entrepreneur and Founder, Jeevan Stem Cell Bank

Chairman & Moderator:

AVIS Viswanathan

Life Coach, Happiness Curator and Author of "Fall Like A Rose Petal"

at 6.00 pm on Tuesday, 15 May 2018

at MMA Management Center

New No.240, Pathari Road (Off Anna Salai), Chennai-6

Knowledge Partner: A V INITIATIVES

Complimentary for MMA Members/Invitees

High Tea: 5.30 pm
Programme Overleaf

PROGRAMME

5.30 pm Registration & High Tea

6.00 pm Welcome Address

Gp Capt R Vijayakumar (Retd), VSM

Executive Director, Madras Management Association

Moderator's Opening &
Closing Remarks

AVIS Viswanathan

Conversation with
the Guest

Dr P Srinivasan

Social Entrepreneur and Founder
Jeevan Stem Cell Bank

Q & A Session

7.20 pm Vote of Thanks

The Concept in Brief: The business world/corporate sector is continuously looking for uncommon perspectives on leadership to inspire its troops. This initiative is to bring simple, easy-to-understand-and-imbibe, finely curated content within the reach of MMA members and any discerning student of management and leadership.

Key Event Takeaway: Dr.Srinivasan is a medical doctor by education and training. He founded the pioneering and successful medical diagnostic laboratory - Lister (now Lister Metropolis). But he soon decided to pursue an unconventional career in social entrepreneurship in the healthcare space. Over the last two decades, he has led two non-profit initiatives under the name Jeevan: a blood bank he co-founded in 1995; and, in 2008, he co-founded a public stem cell bank to help Indians across the world get quick, affordable access to matching stem cells for the treatment of blood cancers and Thalassemia. Life in this time has not been easy for the simple and unpretentious Dr.Srinivasan. Being a not-for-profit entity, Jeevan struggles to raise every rupee. So the blood bank closed down recently. Yet he didn't give up. He set up a new diagnostics business, Healyst, which ploughs back its profits into Jeevan's "Be The Cure" Registry. His work involves constantly battling misguided public perceptions about Jeevan's projects and dealing with exhausting processes while seeking grants. Even so, Dr.Srinivasan, is always cheerful and full of Life. How does he manage to keep the focus on the big picture and pursue his Vision? How does he take important decisions to support the Vision - be it setting up a new project or closing a non-viable one? A peek into his thinking process can help entrepreneurs gain valuable insights. That's what AVIS hopes to achieve with this conversation. Please join us. Whether you are a manager, entrepreneur, business leader or management student - you are sure to take away a perspective that is relevant!