

## **M. A. N. Prasad**



**Family Background:** Belongs to Palhalli family on the father's side.  
Mother hails from Biddahatti family

**Parents:** Father: Palahalli M.A Srinivasan Mother: M.A.Thangamma

**Brothers & Sisters:** Elder sister: Smt. Saroja Sampath

**Date of Birth:** 27<sup>th</sup> January 1943

**Education:** Graduate in Pharmacy, Post Graduate Diploma in Marketing, Specialization in Logistics

### **Professional Experience:**

<b>Sr. No.</b>	<b>Name of the Organization</b>	<b>Period</b>	<b>Positions Held</b>
1	Boehringer-Knoll Ltd	Mar 68 to Dec 78	Medical representative Regional Sales Manager Product Executive
2	Voltas Limited	Jan 79 to April 94	Product Officer Area Sales manager Senior Brand Executive
3	Ernest Healthcare Ltd.	May 94 to Jun 98	General manager – Business Development
4	P&V Pharmatech Consultancy Pvt. Ltd.	Jul 98 to Apr 2003	Director
5	Prasad & Associates	May 2003 onwards	Scientific & Technical Consultancy  Global Marketing consultancy

### **Social & Cultural:**

- Was on the Managing Committee & the Board of Trustees of The Mysore Association, Bombay – a premier cultural organization of Mumbai, for over 25 years.
- Have been the Chairman of their Fine Arts Section for couple of years and later the Hon. Secretary of this organization from 1989 to 2006.
- Was the founder Editor and publisher of a monthly magazine for this organization, which is devoted to art, culture and literature.
- Actively involved in theatre.

- In recognition of The Mysore Association's active role in promoting performing art & culture, the Govt. of Karnataka awarded "Karnataka Rajyotsava Prashasti" to this organization in 2000.
- Other interests: painting, music, performing arts, literature and writing.
- Was a member of the Managing Committee of National Kannada Education Society, and many other cultural and educational organizations in Mumbai.
- Have organized many cultural events, theatre festivals, music festivals & conferences, exhibitions of paintings, sculptures, folk art festivals, film festivals, Theatre workshops, music workshops, etc.
- Have been the Convener of various multi organizational bodies such as:
  - Karnataka Utsav – A festival of Marathi & Kannada Films organized by the Govt. of Karnataka, The Mysore Association and Y.B. Chavan Prathishthan, Mumbai.
  - Girish Karnad Natakotsava – A Multilingual, Multilocational theatre festival of Girish Karnad's plays organized by the Mysore Association, Kannada Kala Kendra Mumbai, and others.
  - Adya Rangacharya Shatamanotsava Samiti, Mumbai - a committee of various theatre organizations and theatre personalities formed to celebrate the playwright's birth centenary.
  - A Retrospective of Girish Kasaravalli's films in association with Prabhat Film Society & Y.B.Chavan Prathishtha, Mumbai
  - Horanadu Kannadigara Samavesha Samithi, Mumbai – Representing over 60 Kannada Cultural Organizations of Mumbai, which got together to hold a convention of Kannadigas at Mumbai, in association with the Dept. of Kannada & Culture, Govt. of Karnataka.  
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#### **Founder Trustee of**

1. **Pallali M.A.Narayana Iyengar Charities** – A charitable trust promoting educational & cultural activities
2. **The Kala Premi Foundation** – A charitable Trust devoted to promoting greater awareness and appreciation of our art and culture

#### **Publications:**

- A technical newsletter on testing & standards for a client
- Translations into English of Tamil & Sanskrit spiritual works like "Tirupallandu", "Tiruppavai" and "Gadyatrayam".
- A collection of published articles as "Suma –Sanchaya".
- Translation into Kannada of Smt.N.S.Hema's autobiography titled "Vidhiya Chakragalu"
- Editor of English translation of " Melukote – An Introduction"
- Many articles in journals.