



Social Innovation Immersion Programme

SOCIAL INNOVATION LECTURE SERIES

INAUGURAL TALK

About the series: This lecture series presents social innovators/entrepreneurs, their journey, their models for delivering social impact, the lessons learnt and their tips/pointers for the next generation of social innovators/ entrepreneurs.

Bringing affordable medical technologies & products to the market

by

Mr. R.D Sriram

Director Operations – Aurolab
(Products company of Aravind Eyecare System)

on

Friday, 14 November 2014
4pm-5pm

Training room, Venture Center,
100 NCL Innovation Park,
Dr, Homi Bhabha road, Pashan,
Pune- 411008

Register here*

<http://vcevents.pandaform.com/pub/n8dmqk/new>

*This is a free event, but registration is required

Tea will be served at 3.45pm

Mr. R.D Sriram



Director Operations - Aurolab

Abstract of the talk

Most of the medical inventions are made in the western markets, for western markets. However, in spite of the technological advancement, it takes many years to diffuse to developing markets. It is a challenging situation for an organization to adopt technology as well as make it available to the developing markets such that it can cut across societal hierarchy. Aurolab has made this possible and shown that it is only sustainable but can be scaled up and grow into a leading position in the markets. (More info: <http://www.aurolab.com/> ; Aurolab is the products company of the Aravind Eye Care System, <http://www.aravind.org/>)

About the Speaker

Sriram is the Director Operations at Aurolab which is an integral part of Aravind Eye Care System. Since the inception of Aurolab, Sriram has played a vital role in establishing and growing Aurolab in to a strong self sustaining not for profit social enterprise with a mission to produce affordable eye care products.

Sriram leads Aurolab's effort in making and supplying ophthalmic products that are highly needed by the society irrespective of their economic viability. He constantly looks for opportunities and like-minded technology partners who can support Aurolab to make cost effective products that are affordable to the under privileged. He is instrumental in fostering such relationship and network.

Sriram holds his University degrees B.E - Electronics and Instrumentation from Annamalai University (Chidambaram, Tamilnadu). He underwent a short term leadership program in Harvard Business School in the US for Social Business. He occupies offices in Confederation of Indian Industry, Indian IOL manufacturers association and Indian Medical Device Manufacturers association.

About Venture Center

The Venture Center is a technology business incubator specializing in technology startups offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the "Pune region" in India. (<http://www.venturecenter.co.in>)