



CEO FORUM 2019 – 1st Breakfast Meeting

Topic: "The Magic of Innovation - Powerful Impact on Society"

Speaker Profile – Ms. Lakshmi Menon

A designer by profession, Lakshmi Menon runs the organisation 'Pure Living' in Cochin.

It is dedicated to finding sustainable livelihood solutions and also in propagating awareness in society about the importance of green living. Engaging and thus empowering the underprivileged is the DNA of the organisation.

The ideas are really simple and workable with great impact.

Lakshmi conceptualised Ammommathiri / Wicksdom, a project designed to provide livelihood for the underprivileged elderly through crowdsourcing. Women living in old age homes and orphanages across the state make Wicks commonly used for lighting lamps, ensuring them a livelihood and purposeful engagement with dignity.

She's also known for "Pen with love" the plantable pens made of paper with seeds that grows into a tree once disposed. The initiative gives employment to more than 30 rural women, who has the flexibility to make pens from home as well. Units have the capacity to produce 3000+ pens a day.

Seeing the conditions of the roads which led to many accidents, Lakshmi designed "Orange alert" warning system for road safety, where community volunteers paint Orange triangles fifty feet away on either side of the dangerous spots including bumps and pot holes alerting drivers to slow down.

To bring in awareness amongst the society about the impact of disposable plastic pens used commonly in our state, she designed "pen drive" campaign. The campaign resulted in collecting a million plastic pens within a month.

Lakshmi is the owner of "Grandmark", a trademark to identify products made by senior citizens and co-creator of Chekutty, the mascot of resilient Kerala.

Lakshmi was felicitated by Amitabh Bacchan on Star Plus, on the show 'Aaj Ki Raath Hey Zindagi' produced by BBC World. In Oct 2018, she was honoured as the Earth Day Network Star by Earth Day Network Global, an Apex organisation with 50,000 affiliate groups across 195 countries for contributions made in the areas of environment & ecology with special mention to seed pen. In 2018, Lakshmi was also chosen as a governing council member of National Innovation Foundation.