

PROFILE

Capt Prasoon Srivastava, Veteran

Capt Prasoon Srivastava is a resident of Mumbai; he has founded and runs the local community print-newspaper called PLANET POWAI since 2002 (22 years). And since 2014, he runs this niche English language magazine, FAUJI INDIA. It is India's first popular format publication for the Armed Forces of India, that fights for the men who fight for the country.



He has successfully carved a niche and built these brands over the years. He has rather pioneered publishing of community newspapers in India since 2002.

He has done his schooling from Bhavan's VM Public School, Delhi and graduation from Delhi University. He is a post-graduate from Delhi School of Economics. He then joined the Indian Army as a short-service commissioned officer. He served as a captain in Artillery. He voluntarily left the army after 5 years in 1988 after his initial contract period to join the Civvy Street.

He then got into printing and worked as profit-centre head for many well-known print houses in Delhi, Chennai and Pune. Looking for a change and seeking a challenging work atmosphere, he landed in Mumbai in 1999 and took to newspaper publishing (print media) and turned into an entrepreneur. He is an avid entrepreneur with a track record of success in print media.

He has published three coffee table books and one paperback: BEAUTIFUL POWAI (2017); UNTOLD BATTLEFIELD TALES (2019); BEAUTIFUL POWAI, Second Edition (2021); BEYOND BATTLEFIELDS (2024). He is doing a biography of Dr Niranjana Hiranandani, in the making. He takes support of corporates, HNIs and organisations as sponsors to fund these book projects.

Living at the threshold of challenges, he also runs a non-profit - '*Fauji Foundation of India*', working for the welfare of Veer Naris and Disabled Soldiers of Indian Armed Forces.

He aspires to take his experience on a bigger canvas by collaborating with like-minded established entrepreneurs in creating path-breaking content and publish books on India's ethnic communities, business-persons and beautiful locales to create legacies for posterity.