JOHN W. KUYKENDALL AWARD FOR COMMUNITY SERVICE
Honoring
Sulakshana “Lulu” Srinivasan Raghavan ’97
June 10, 2017

While there are many ways to respond to success, Lula Srinivasan Raghavan chooses to use it for good.

Lulu has been in the business of building brands—with work including everything from naming brands to designing airports—since graduating from Davidson in 1997, and she has spent 16 of those years with Landor Associates where she serves as the office’s managing director. She is credited with single-handedly setting up Landor’s India business, and today, Landor Mumbai is one of the fastest growing offices in the South East Asia and Pacific region.

A few years ago, the team’s creative director had the idea behind a program called Masti Clean, which provides $1 hygiene kits to the street children in Mumbai. Raghavan, who aims to support new ideas and see where they can go, quickly got behind the idea, saying it was exciting to use design to impact and drive social change.

The hygiene tools—a nail cutter, soap, toothbrush and toothpaste and an anti-lice brush—are given superhero names and are packed in a box that can also serve as a study desk. They include a week-by-week curriculum to educate children about hygiene. The kits reach students in government-run schools and have led to attendance improvement and increased reading levels in classrooms.

In 2015, Lulu was named one of India’s 50 most influential women in media marketing by Impact, a weekly industry news publication. The list recognizes women whose work in media has positively affected not only their organization, but also produced exceptional results for clients in the past year.

Lulu’s mother helped inspire her love of serving others. More than 20 years ago, she established the Dignity Foundation, which provides services to mature populations in India. Lulu always knew she, too, would return to India after Davidson.

Though not always easy for an international student—with many American students who had not been exposed to different cultures—Lulu says Davidson taught her a great deal. She points to courses with Professors Kuzmanovich (English), Hess, Clark and Martin (economics), Jacobus and Singerman (French) and Savage (studio art) as stand-outs.

Lulu Srinivasan Raghavan, for your commitment to effecting change in the world; for your outstanding leadership in today’s increasingly diverse world; and for your creative approach to using business success for positive impact in people’s lives, the Davidson College Alumni Association is pleased to present you the John W. Kuykendall Award for Community Service on the occasion of your 20th Reunion, June 10, 2017.