Dr. Prem

Thought Partner

Academic
Translator
Communication Strategist
Brand Consultant.



I do unfold and hold it downside up
That makes an umbrella of difference.

Profile

A scholar of literature, a translator between Malayalam and English, and a strategist of brands and communication, I have spent my career carrying meaning across languages, cultures and audiences.

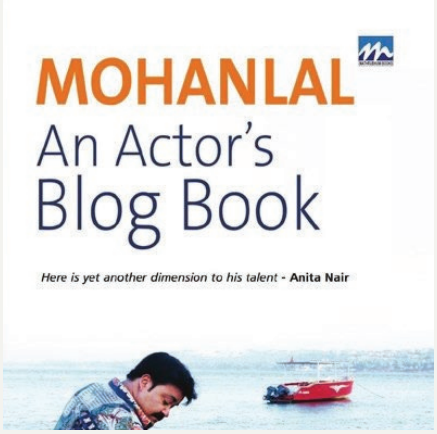
After two decades in academia, including sixteen years heading a PG Department of English, I have published five translations and contributed to international projects with the University of Sheffield, the City University of New York and the Sangeet Natak Akademi.
As a branding consultant, I have worked with 300+ brands in India and abroad. I also comment on public affairs on social media and in televised debates.

Academics

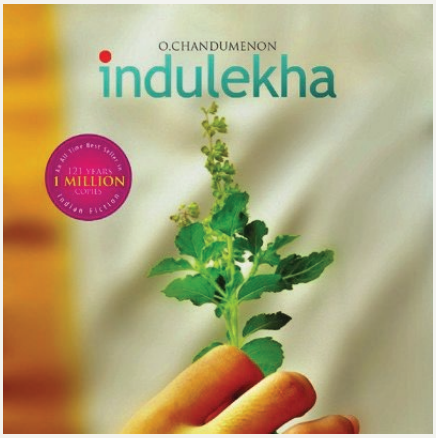
PhD	Department of English, University of Calicut
MPhil	Department of English, University of Calicut
PG Diploma in Journalism	SCMS Kochi
Head, PG Department of English	EMEA College of Arts and Science, Kondotti
Chairman, PG Board of Studies, Comparative Literature	University of Calicut
Member, Syndicate	Sree Narayana Open University, Kerala

Transcreation

Born in Malayalam, educated in English, I have long carried words and worlds between the two.



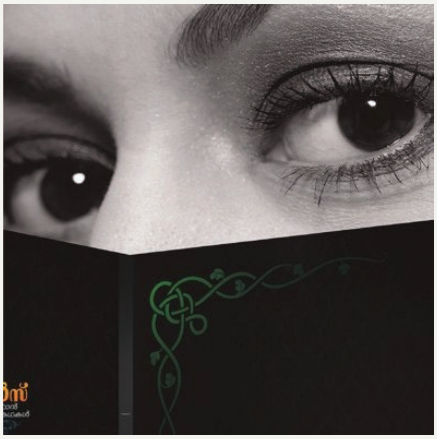
English translation of the actor's blog writings, with a foreword by Anita Nair.



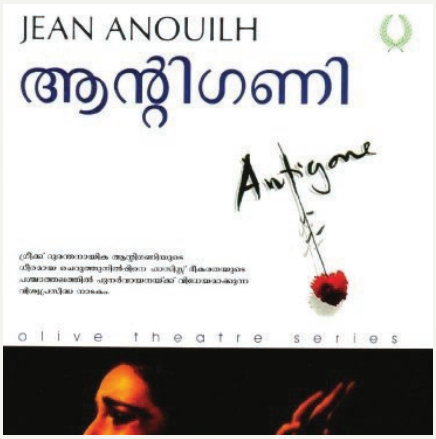
A new English translation of O. Chandu Menon's landmark 1889 Malayalam novel.



Ten contemporary Malayalam short-story writers in English.



Malayalam translation of stories by nine emerging Pakistani women writers.



Malayalam translation of Jean Anouilh's play.



One of 20 emerging translators shortlisted for the UK–India Literary Conversations programme.

International Collaborations

The University of Sheffield, UK

Translation editor and coordinator, Embedding Poor People's Voices in Local Governance, with the Centre for Development Studies, Thiruvananthapuram.

City University of New York

Chief translator, Down by Law: Violence and the Work of Politics in Kerala.

Sangeet Natak Akademi, New Delhi

Content and translation coordinator, Chavittunatakam documentation project.

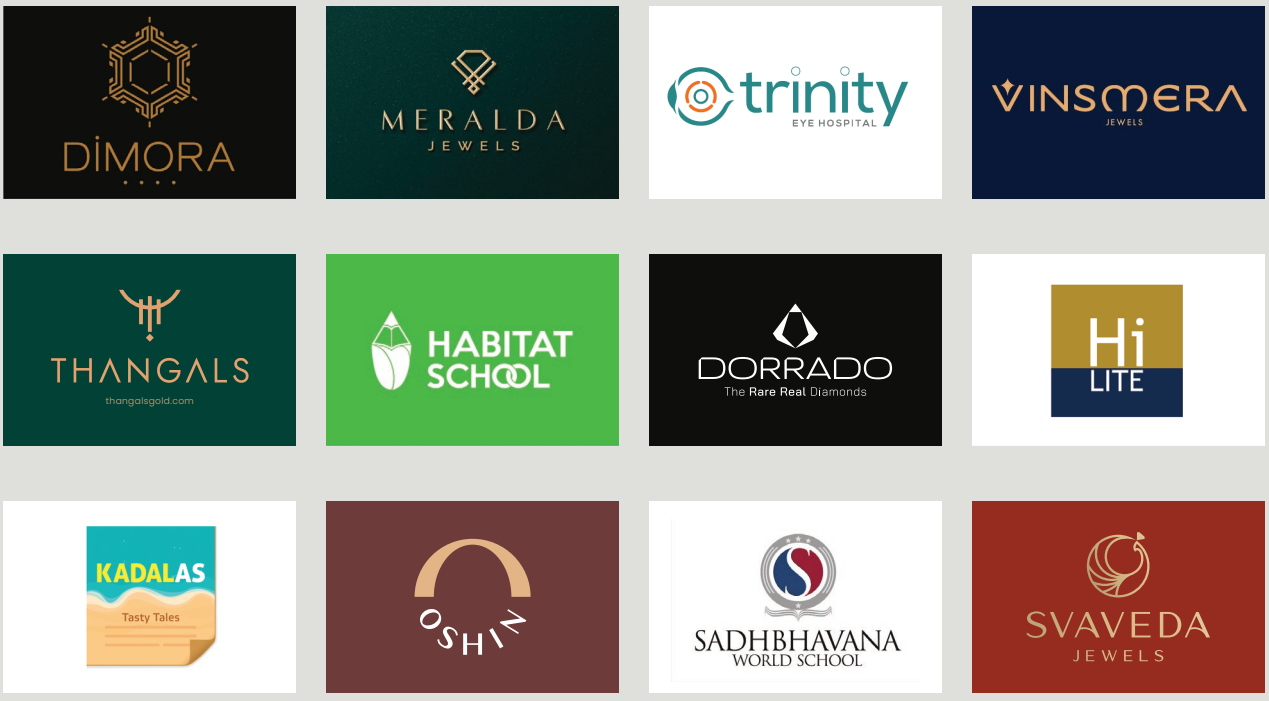
Brand Strategy & Design

From coining captions to building brands, I have worked with 300+ businesses in India and abroad, supported by a team of specialists.

Business Design	Brand Strategy & Identity	Experience Design
Packaging Design	Strategic Promotion	Digital Transformation

www.brainwash.design

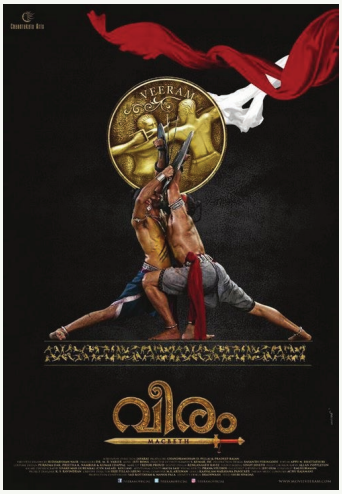
SELECTED BRANDS



20 YEARS **300+** BRANDS

Strategic Communication

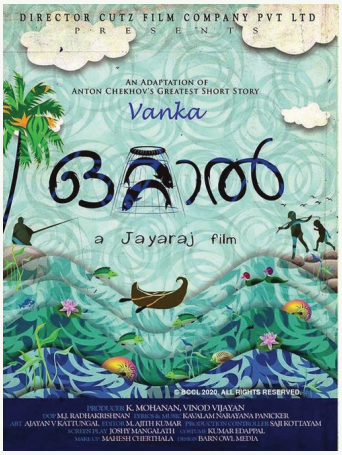
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Veeram

The Oscar nominated tri-lingual film by Jayaraj, the first Indian director to win. Crystal Bear at Berlin 2016, VEERAM narrates a tale of ambition, fight, revenge and love. Based on Macbeth, the film takes life from the context of Kalarippayatt of 13thcentury Kerala.

Role: Identity design and communication



Ottaal

Translated as TRAP, the film by Jayaraj is an adaptation of Anton Chechov's Vanca retold against the context of child labour in Kuttanad, Kerala, South India. Ottal is the first Indian film to win the Crystal Bear at Berlin 2016 besides securing the national award for the best environmental film and the best film at the IFFK 2015.

Roles: Trascreation, Sub Titling and International Communication

Public Engagement

I share views on brands, culture and public affairs through my YouTube channel Talk to Prem, on social media, and in televised news debates.

youtube.com/c/TalktoPrem















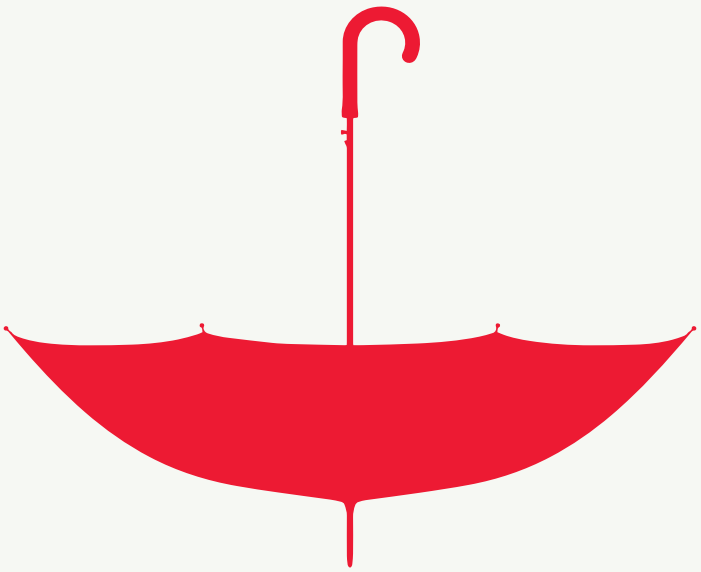












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