

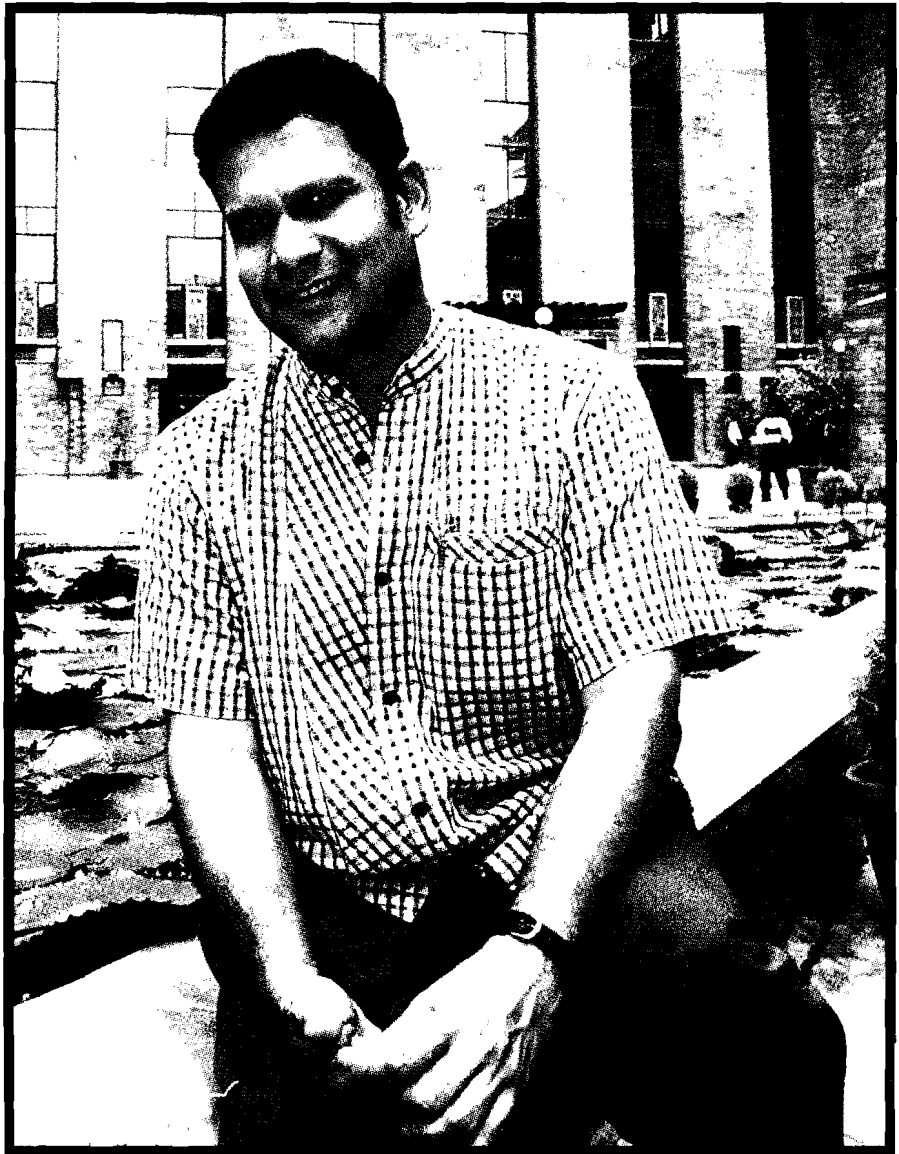
The edutainment P.4  
expert from the  
US stresses the  
role of  
communication  
in social change

# dynamo

he passage to India is generally a celebrated one, especially if one returns with laurels collected abroad. We all know Nagesh Kuknoor, the NRI engineer who kicked up his secure job in Atlanta, USA, and took up a camera and film direction. Arvind Singhal is also a graduate engineer, but someone who way back in the early '80s, had the mettle to break the engineer/doctor stranglehold over professional options, and went to the United States to do a masters in film and television production.

He was in India with Hollywood superstar Richard Gere and his brother David Gere supporting the project 'Make Art Stop AIDS'. Singhal helped organise an interactive workshop in Kolkata and Delhi where groups of artistes, including Revathy (currently directing a film on AIDS starring Salman Khan), explored how different performing arts could contribute to stemming the AIDS epidemic. Arvind Singhal was in the thick of it all as 'edutainment' (academic nomenclature for education through entertainment) is his specialty.

Prof Arvind Singhal is among the foremost thinkers on the role of communication in social change. A Presidential Research Scholar and



his work would affect those who experience it.

Negotiating with ease the world of glamour and glitter, a confidant of Richard and David Gere, Arvind Singhal, is yet to let go off the Indianness of his speech. The man is full of surprises. Looking at

and write two pages - one in English and the other in Hindi on a burning issue.

This perhaps was the early inspiration for fledgling Arvind. Today he corners much bigger prizes of grant funding from academic and

research institutes and investigates burning issues of contemporary society. As they say, for every *desi* success story there is always some inspiring 'grind' reality!

Ruhi Khan  
Times News Network



## **In news**

**ARVIND SINGHAL: SOCIAL ACTIVIST**

professor at Ohio University, he is an author of four books, an advisor and communications consultant to the World Bank, UNICEF, UNAIDS, UN-FAO, UNDP, U.S.A.I.D., FHI, PATH, Procter & Gamble, Telenor Corporation, SpareBank, Alpha & Omega, Advance, Inc. and others...

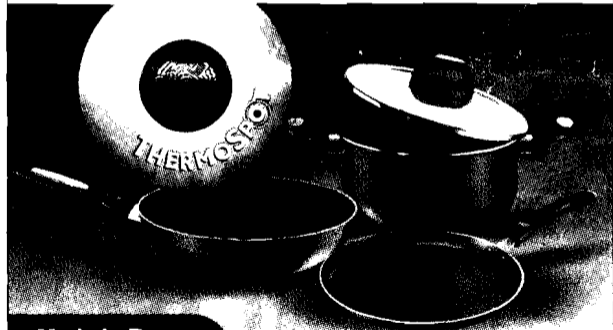
It is a long way to come for an engineering student who sat up all night to write radio plays for broadcast on All India Radio. He has gone beyond creating entertainment material, to analysing how

his illustrious achievements one expects to meet a sober, elderly gentleman but is pleasantly knocked out by his youth and cordiality.

He has an interesting story to tell that perhaps illuminates how he was able to successfully and so quickly trudge the not-so-beaten path. His grandfather, a professor of mathematics, would challenge the young children of the household to win cash prizes if they could, in record time, complete a set of sums

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