

August 2, 2017, Chennai, Anna University

Dr. Arvind Singhal, who serves as the Samuel Shirley and Edna Holt Marston Endowed Professor of Communication at The University of Texas at El Paso (and is also appointed as the William J. Clinton Distinguished Fellow at the Clinton School of Public Service, The University of Arkansas, and as Professor 2, Faculty of Business Administration, Inland University of Applied Sciences, Norway), delivered the 2017 Distinguished Anna Endowment Lecture at Anna University in Chennai on August 2, 2017. His lecture, attended by over 250 participants, was titled *Communicating the Positive Deviance Approach: Solving Complex Problems from the Inside-Out*.

The lecture is held to honor the memory and contributions of Conjeevaram Natarajan Annadurai (15 September 1909 – 3 February 1969), popularly called Anna ("Elder brother") or Arignar Anna ("Anna, the scholar")—a freedom fighter and distinguished orator, playwright, and politician who served as 1st Chief Minister of Tamil Nadu, India and he was the first member of a Dravidian party to hold that post.



Dr. Singhal with faculty of Anna University, delivering the *Anna Endowment Lecture* on Positive Deviance, and also conducting a workshop for faculty and students.