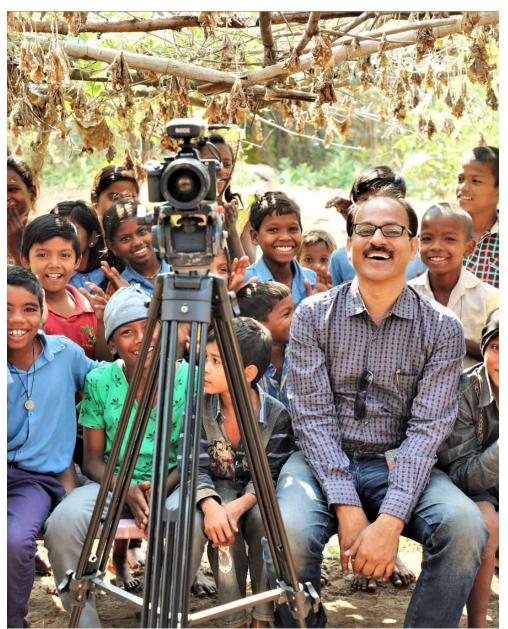
## STORIES MAKETH THE MAN

## Using Storytelling as a Tool in the Digital Age

A Webinar With Mr. Sanjay Singh, Head of Communications India, Room to Read On 2nd May 2020





Moderated By

Ms. Nipunika Shahid

Associate Proffesor

ASCO

A webinar was organized by
Amity School of Communication (ASCO) on
2nd May 2020 on the topic 'Digital Age: Story
Telling techniques'. The session's guest
lecturer was Mr. Sanjay Singh, the Head of
Communications India Region for
Room to Read, a San Francisco based
international NGO helping in 16 countries.

Mr. Singh is also a prominent international documentary filmmaker with films that have been recognized and premiered at international platforms, Like the New York Film Festival and Oslo Film Festival, and so his insights on the importance of storytelling and the right way to do so helped educate a lot of young minds who listened to him.

He also told the attendees of the seminar about working with Mr. Girish Karnad, the great film and theatre artist, on India's first science-based program "Turning Point" for Doordarshan.

Taking inferences from his life working on various news programs such as 'News Track', anchored by Madhu Trehan, which was India's first 60 minutes video news program and channels like Aaj Tak, ETV (TV18), and Sahara Samay, he told students about the digital media communication and the need of the creativity of young minds in today's digital age.

The discussion was moderated by
Ms. Nipunika Shahid, faculty at ASCO,
formerly a TV Journalist and a News Reader
with AIR who enriched the seminar with her
insights making the interaction between her
and the speaker more lively and educative.

With experience in scripting, reporting, anchoring, and voicing for numerous government and international projects, her questions to the guest lecturer as well as inputs made the session more engaging.

Amalgamating the art of storytelling and news has always been a forte of Ms. Shahid as she has 9 years of experience working for Hindustan Times, Zee News, ETV (TV18 now), Sahara Samay, and news agency ANI where she has dabbled in numerous socio-political & environmental stories and has taken interviews of eminent personalities like Cabinet Ministers, Ministers of State, Chief Minister, and other bigpersonalities.