

STORIES MAKE 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



Amity School Of Communication (AUUP)

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 big personalities.

