

International Collaboration

NE Odyssey

Exploring Alternative Ways to Social Change

Organized by
Department of Mass Communication
Rajiv Gandhi University
Rono Hills, Doimukh,
Arunachal Pradesh, India



In Collaboration with
Social Justice Initiative
Department of Communication
University of Texas at El Paso
Texas, El Paso, USA



SPECIAL INVITED TALK

THEME

Positive Deviance Approach : Alternative Way to Social Change

Chief Patron &
Chairperson



Prof. Saket Kushwaha
Hon'ble Vice Chancellor
Rajiv Gandhi Central University
Rono Hills, Doimukh, Papumpare
Arunachal Pradesh-791112, India

Invited Speaker



Prof. Arvind Singhal
Samuel Shirley and Edna Holt
Marston Professor
Director, Social Justice Initiative
Department of Communication
University of Texas at El Paso
El Paso, Texas 79968-5666, USA

13th December 2021

2:30 pm to 4:00 pm (IST)

Physical Mode Venue:
Rajiv Gandhi University Campus

Online Mode Link:

<https://meet.google.com/cud-piiv-qrk>

Please Register Your Participation Here

Link: <https://forms.gle/ePxVcB46Z1Ej7t3C9>

PATRONS



Prof. Amitava Mitra
Pro-Vice Chancellor
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. N.T.Rikam
Registrar
Rajiv Gandhi University
Arunachal Pradesh, India

ADVISORS



Prof. Kh.Kabi
Dean, Information Technology
Rajiv Gandhi University
Arunachal Pradesh, India



Prof. Sahin Ahmed
Dean, Engineering & Technology
Rajiv Gandhi University
Arunachal Pradesh, India



Prof. Sanjeeb K. Jena
Head, Dept. of Commerce
Rajiv Gandhi University
Arunachal Pradesh, India



Prof. Jumyir Basar
Head, AITS
Rajiv Gandhi University
Arunachal Pradesh, India

EXECUTIVE TEAM



Mr. Moji Riba
Director, Head & Sr. Asst. Prof.
Dept. of Mass Communication
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. M. Nawaz Khan
Convener, Associate Prof.
Dept. of Mass Communication
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. Sweta Singh
Coordinator, Sr. Asst. Prof.
University School of Mass
Communication
GGSIIP University, New Delhi, India



Dr. Sunil Kojiam
Co-Convener, Sr. Asst. Prof.
Dept. of Mass Communication
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. Ravi Ranjan Kumar
Coordinator, Head (i/c)
& Sr. Asst. Prof.
Dept. of Social Work
Rajiv Gandhi University
Arunachal Pradesh, India



Ms. Akorede Ajibade
Coordinator, Social Justice Initiative
Dept. of Communication
University of Texas at El Paso
El Paso, Texas 79968-5666, USA

DEPARTMENTAL COORDINATORS



Dr. Md.Asghar
Sr. Asst. Prof.
Dept. of Anthropology
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. Shashank Yadav
Head (i/c) & Sr. Asst. Prof.
Dept. of Sociology
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. Dharmeshwari Lourembam
Head (i/c) & Sr. Asst. Prof.
Dept. of Psychology
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. Maibam Sanju Meetei
Head (i/c) & Sr. Asst. Prof.
Dept. of Electronics & Comm.
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. Sikdar Sultan Askari
Sr. Asst. Prof.
Dept. of Comp. Sc. & Eng.
Rajiv Gandhi University
Arunachal Pradesh, India



Dr. Prachand Narayan Piraji
Sr. Asst. Prof.
Dept. of English
Rajiv Gandhi University
Arunachal Pradesh, India

About the SPEAKER

Prof. Arvind Singhal taught previously at Ohio University, University of Southern California, University of California-Los Angeles (UCLA), and held visiting professorships at the USC Annenberg School; the Rollins School of Public Health, Emory University; Kumamoto University, Japan; Chemnitz University of Technology, Germany; Inland University, Norway; Institut Teknologi, Malaysia, Bangkok University, Thailand.

He conducts research on the diffusion of social innovations, the entertainment-education strategy, the positive deviance approach, and organizing for social change, focusing especially on sexual and reproductive health, youth engagement, poverty alleviation, and sustainable development. He has served as Principal Investigator of several sexual and reproductive health (SRH) research projects in USA, India, China, Thailand, Peru, Brazil, South Africa, and Kenya.

Prof. Singhal has secured over \$3.5 million in research grants from agencies such as National Institutes of Health, The National Science Foundation, The Dutch Health Research Council, Centers for Disease Control and Prevention, U.S.A.I.D., Ford Foundation, Rockefeller Foundation, The David and Lucile Packard Foundation.

He has served as an advisor to the World Bank, UN-FAO, UNICEF, UNDP, UNAIDS, UNFPA, U.S. Department of State; U.S. A.I.D., Family Health International, PATH, Save the Children, the BBC World Service Trust, International Rice Research Institute.

Prof. Arvind Singhal is co-author/co-editor of 14 books and over 200-peer reviewed essays. His book titles include Health Communication in the 21st Century; Inviting Everyone: Healing Healthcare through Positive Deviance; Protecting Children from Exploitation and Trafficking; Using the Positive Deviance Approach; Communication of Innovations; Organizing for Social Change.