



Online National Workshop
on
Storytelling as a Pedagogy
(September 24-25, 2025)



Workshop Coordinator

Dr. Santosh Dhar

Director & Professor Emeritus

Email: santosh_dhar@hotmail.com

Mobile: +91- 9829068526

Address for Correspondence

PEOPLE DEVELOPMENT FOUNDATION INDIA

204, Aura-1, Grande Exotica, Bicholi Mardana

Indore – 452016 (Madhya Pradesh)

INTRODUCTION

Thousands of years of telling stories have shaped our brains such that we instinctively process information and remember better via story. Therefore, it is not surprising that storytelling is one of the most powerful communication tools. Storytelling is increasingly being used by faculty in institutions of higher learning, as a way to engage their learners and make the lessons easily understandable and more memorable for them. In this activity-oriented workshop, you will explore the ways of integrating storytelling into your teaching, as well as developing your verbal expression, story crafting and storytelling skills.

Storytelling has a vital and important role in the field of education and training. When it comes to primary level kids, storytelling becomes important. Children enjoy listening to stories. At the same time, if a storyteller is creative, then the learner enters the world of imagination. One can imagine all the things and experience everything narrated by the storyteller. This tool has also been used in higher education, as well as training and development programs designed for faculty and corporate executives. It is a very old form of humanistic art, which is effective in teaching and learning. Storytelling is not only an educational or training tool, but it has also been used to teach moral values, ethics, traditions, and cultures to the learners. It helps to shape a person by connecting the student or participant to many moral-based stories.

- The use of storytelling in everyday life helps us to communicate ideas, translate private experience into public discourse, bridge social divides and pass knowledge from generation to generation.
- For all educators and trainers, the use of story becomes pivotal for facilitating the journey of students as well as participants of faculty development and management development programs. Continuous assessment and upskilling, thus, becomes necessary for all the facilitators.

WORKSHOP CONTENTS

1. Why storytelling is such a powerful communication tool?
2. What makes an effective story?
3. What makes effective storytelling?
4. Understanding what makes your voice expressive through practical verbal expressions and vocal energy exercises?
5. Art of crafting stories effectively to invite attention, transmit information and trigger reflection of learning to real work scenarios?
6. Sharing and polishing of stories through guided storytelling activities.

LEARNING OUTCOMES

At the end of the workshop, the participants will be able to:

1. Demonstrate why storytelling is such a powerful communication and teaching tool.
2. Demonstrate storytelling as a communication and teaching tool by integrating the concepts of story crafting and storytelling skill.
3. Plan and construct stories to engage attention, effectively transmit information and trigger reflection of learning to real work scenarios, as well as motivate and inspire learners.
4. Develop strategies to weave stories into their teaching and training sessions.
5. Identify and integrate elements that make an expressive and energetic voice into their teaching.
6. Apply effective strategies for writing, telling and sharing stories in their sessions.

METHOD

Method shall include:

1. Formal presentations
2. Demonstrations by the facilitator
3. Individual hands-on practice and group activities

TARGET AUDIENCE

Faculty members of Business Schools, Social Sciences and other such disciplines. HR executives are also welcome to the workshop.

CAPACITY

The workshop is confined to 30 participants.

DELEGATE FEES

A nominal fee of Rs. 550/- shall be payable per participant. Fees once paid will not be refunded. However, a substitute delegate is acceptable. Registration would be closed once a pre-decided cut-off number is achieved. **Last date for registration is September 20, 2025.** Kindly find below the link for registration:

https://docs.google.com/forms/d/1KewRnH4H_J2YZEJQwB692lhgQlvjCfoiawNDpcZvk5o/edit

The registration fee of Rs. 550/- should be paid in favour of *People Development Foundation India* by NEFT/RTGS/GPay: Bank of Maharashtra, Kanadia Road Branch, A/c No. 60545454957, IFSC Code MAHB0001396.

FACILITATOR

Dr. Upinder Dhar is Chairman and Distinguished Professor, People Development Foundation India. Earlier, he was Chief Mentor and First Vice Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya (Indore); Group Additional Vice Chancellor and Pro-Vice Chancellor (Academics), Amity University (Noida); First Vice Chancellor of JK Lakshmipat University (Jaipur); Director - Institute of Management, Dean - Faculty of Management, and Dean - Faculty of Doctoral Studies and Research, Nirma University (Ahmedabad); Director - Prestige Institute of Management and Research (Indore); Professor of Management at NITIE (Mumbai); Reader at IMS-DAVV (Indore); and Lecturer at M.D. University (Rohtak). He has conducted 812 management and faculty development programs for the executives of major business houses and faculty members of academic institutions respectively. He has also been Guest Faculty at IIM Calcutta, IIM Indore, IIM Trichy and IIT Roorkee. Besides undertaking consultancy assignments, he has authored/co-authored/edited 894 publications. Forty-six (46) scholars have been awarded Ph.D. degree under his supervision by various universities.



A Fellow of ISTD and a strong proponent of Case Method, Dr. Dhar was conferred **Ravi J Matthai National Fellow Award** by the *Association of Indian Management Schools* in 2018, and **AIMA-Kewal Nohria Award for Academic Leadership in Management Education-2022** by the *All India Management Association* in 2022. He has been on the Panel of Reviewers of number of international journals, such as *International Journal of Training and Development*, *Human Resources International*, *Journal of Global Business and Technology*, and *South Asian Journal of Management*. He has also been on the Panel of Experts maintained by the NAAC (Bangalore), NBA (Bangalore); ICSSR (New Delhi); and SAQS (Hyderabad). He was President of Anthropological and Behavioral Sciences Section of the Indian Science Congress Association in 2007-08, Indian Society for Training and Development in 2008-09 and Association of Indian Management Schools in 2014-15. He has also been Member of the Council of Management of AIMA, Member of ATMA, All India Board of Management Studies of AICTE, Rajasthan State Productivity Council, Governing Board of DELNET, and Member of the Executive Board of AMDISA.

Dr. Dhar was awarded Commonwealth Fellowship twice to present his papers at the South Asian Management Forums held at Royal Institute of Management, Bhutan and Lahore University of Management Science, Lahore. He was invited by the American Society for Engineering Management as resource person for Case Method during its international annual Conference held at Minnesota in 2013. He has also been resource person in the Leadership for Academicians Program (LEAP) sponsored by MHRD and organized by IIT Roorkee in 2018 and BHU Varanasi in 2019. He was invited to deliver *keynote address* in the International Conference of ITAM at Montpellier Business School, France and University of Cagliari, Italy in July 2024. He had the opportunity to visit Ivy league institutions like Harvard Business School, MIT Sloan School of Management, and Yale University School of Management. He has also visited 20 countries for professional and academic interest.

Dr. Dhar has been on the high powered Expert Committees constituted by MHRD, UGC and AICTE. Hon'ble Governor of Uttar Pradesh had nominated him as Chairman of the Search Committee for the appointment of Vice Chancellor – Awadh University. He was President of the International Simulation and Gaming Association (2021-22), and a Member of the *Standing Committee on Specification of Degrees u/s 22 of the UGC Act, 1956*; Expert Group constituted for Implementation of NEP 2020, and Governing Council of the Association of Indian Universities. Currently, he is a member of the Executive Board of AMDISA (2022-24). He is nominee of AICTE as a subject expert on the Board of Governors (BoG) of Xavier Institute of Development and Studies, Jabalpur and Asian Business School, Noida. He is the Co-Chair of *India Case Research Centre (ICRC)* of AIMA, New Delhi. Besides his professional engagements, Dr. Dhar has been a dedicated Rotarian since 1997. He was instrumental in setting up three Rotaract Clubs and one Interact Club. He was President of RCI Indore Uptown for the Rotary Year 2023-24, and Rotary District 3040 New Generations Service Exchange Chair in 2024-25. Currently, he is Assistant Governor in the Rotary District 3040 for the year 2025-26.

PROGRAM SCHEDULE

DAY I: September 24, 2025

- 11.30 AM - 01.00 P.M. – Brief Introduction to the Workshop
- 01.00 - 02.00 P.M. – Break
- 02.00 - 05.00 P.M. – Online Interaction within groups for preparation of drafts

DAY II: September 25, 2025

- 11.30 AM - 01.00 P.M. – Review of the Drafts
- 01.00 - 02.00 P.M. – Break
- 02.00 - 04.00 P.M. – Presentation of Stories
