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## Doha Celebrates Launch of 'Spoken Arabic Made Easy'



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Dr.Amanulla Vadakkangara's 'Spoken Arabic Made Easy' released in Doha; Celebrated as a major step towards language learning and cultural integration

Doha:

The book Spoken Arabic Made Easy by noted author, educator, and CEO of Media Plus, Doha, Dr. Amanulla Vadakkangara, was formally released in Doha over the weekend in a well-attended function organised in association with Radio Malayalam 98.6 FM. The event highlighted the growing importance of language learning in strengthening cultural harmony in Qatar's multicultural society.

The book was officially released by veteran journalist Mr. Haroon Rashid Qureshi, Editor-in-Chief of Rabhar International. In his remarks, he underlined the vital role of literary activities in social development and congratulated the prolific author for his commendable initiative in promoting Arabic language learning. The first copy of the book was received by Mr. Sam Basheer, Vice President of World KMCC, marking the formal launch of the publication.

Senior Journalist of Qatar Tribune, Mr. Satyendra Pathak, who attended the event as Guest of Honour, appreciated the initiative and noted that in a diverse country like Qatar, a book that

makes spoken Arabic simple, practical, and accessible is of immense value to residents from all walks of life. He congratulated the author and the organisers for promoting knowledge-driven programmes that build cultural bridges.

Mr. Muhammed Maheen, Chairman of Kalapremi Group, observed that Arabic has played a significant role in the socio-cultural scenario in India and that any effort to promote the language is highly appreciable. He stated that Dr. Amanulla Vadakkangara is widely known as a pioneer in promoting Arabic language learning, and expressed his privilege in attending the book release ceremony as a guest.

Mr. Sam Basheer, Vice President, World KMCC, said that he had closely followed the evolution of the book, which is a compilation of course materials from a Spoken Arabic programme conducted by ICRC. He congratulated Dr. Amanulla for his exemplary efforts in promoting Arabic language and literature among non-Arab learners.

Speaking on the importance of language learning, Captain Deepak Mahajan stated that language is not merely a communication tool but a bridge that connects hearts, cultures, and opportunities. He added that learning new languages enhances thinking, leadership, and harmony in society, and described Spoken Arabic Made Easy as a commendable initiative to promote Arabic learning.

Mr. Ashraf Cherakkal, Regional Director, Grand Mall, highlighted Dr. Amanulla's pioneering role

in introducing Arabic as a second language in Indian schools in Qatar, benefiting thousands of students from different nationalities. He said the author's books and training programmes have helped both students and working professionals, and that the new book further strengthens communication between communities.

Mr. Rajesh Menon, Senior Partner, RSM, remarked that understanding the local language and culture is essential while living in the Arab world. He observed that language learning reduces misunderstandings, increases cooperation, and promotes social harmony, and expressed confidence that the book would be highly useful for beginners wishing to communicate in Arabic.

Mr. Anvar Hussain, CEO, Radio Malayalam 98.6 FM, pointed out that Arabic is one of the world's leading languages and the foundation of a rich civilization that contributed significantly to science, medicine, mathematics, astronomy, philosophy, and literature. He praised Dr. Amanulla's sustained contributions to Arabic education and described the book as an exemplary effort to motivate beginners to learn spoken Arabic.

Social media influencers Ms. Angel Roshan and Mr. Subash V.S. also appreciated the initiative, stating that language learning unites communities and helps expatriates integrate better into society. They said the book would greatly benefit expatriate communities in the Gulf.

In his address, Dr. Amanulla Vadakkangara said that although he has authored over 100 books in

various languages, Spoken Arabic Made Easy remains very close to his heart. He recalled that the book was officially released in 2006 by the then President of India, Dr. A. P. J. Abdul Kalam, at Rashtrapati Bhavan, which remains one of the most memorable moments of his life. He also noted that it was his first English book used by learners across the globe to learn the basics of spoken Arabic.

The organisers expressed hope that the book would reach a wide range of learners and further strengthen cultural understanding and communication across communities in Qatar and beyond.