

Wilbur Sargunaraj

Making the Common Extraordinary

His Vision

With a passion to bring light to that which has been hidden, and the expertise to reveal that which is taboo to the masses, Wilbur Sargunaraj brings his heart, talent, and humanity to the task. Wilbur's work as a humanitarian has reached the interior of Rwanda and beyond, and expressed its reality to the farthest reaches of the globe. He desires to engage the people of the world with the realization that their reality is our global reality and therefore global responsibility. Wilbur has been moved by the poverty he has encountered in his global travels and has allowed that burden to sit on his heart. He deeply desires to make a difference, and find innovative solutions to the problems that just seem to be impossible to solve.

His Strategy

One such effort is reflected in his cultural expression of his Indian heritage. Wilbur Sargunaraj has taken the task of shining light upon the issues of class, caste, gender and politics within the Indian environment to the world. Presenting new options for the common man, woman and child to find excellence and meaning within their predetermined and constructed realities. Utilizing the vehicle of music, he works to make the common person, and the common cause extraordinary allowing healing and remedy to come to that which is in need.

His Plan

Wilbur desires to partner with people and organizations to continue to bring light to the many issues of our day. While his efforts are being recognized on a global scale already, Wilbur is intentionally looking for more partners to make a difference in this world. Using music, media and his own personal touch, Wilbur makes an excellent partner and has shown that his heart and his methods are already bringing innovative solutions.

Recent Publicity

Wilbur Sargunaraj, a 32-year old singer and performer from Madurai, has become India's first real YouTube star. Sargunaraj aims to "make the common extraordinary". He seems to have succeeded , Javed Anwer (Times of India)

Hailed as a "global superstar and a visionary" by one fan, another follower remarks that "Wilbur inspires me...." Sargunaraj's motto, in his own words, is quite simple: "Making the common, extraordinary".In (his video) Love Marriage he does just that" **Business Standard of India**, Aayush Soni

"Dare you not to like this Indian music video with its smiling bride". **Roger Ebert**. Film Critic.

(Wilbur is wanting to) "add humor to any given situation. And it seems that is exactly what viewers of his videos have been taking away from his pieces." **Wall Street Journal**, Piyali Bhattacharya