

## Press Release

### **Bharat Bhasha Utsav Diwas at IIM Jammu: A Cultural Extravaganza Enriched by Linguistic Diversity**

Jammu 11<sup>th</sup> Dec 2023: IIM Jammu proudly hosted the Bharat Bhasha Utsav Diwas, a celebration that unfolded as a vibrant tapestry of India's linguistic diversity. "Bharatiya Bhasha Diwas" was celebrated on the Janma Jayanti of Mahakavi Subramania Bharati, a multi-linguist and freedom fighter on 11th December 2023 at its IIM Jammu permanent Campus. The event was graced by Prof. B.S. Sahay, Director, IIM Jammu, Prof. Jabir Ali, Dean Academics, IIM Jammu, Cmdr. Kesavan Baskkaran, CAO, IIM Jammu, and Dr. Apurva Yadav, Co-Chairperson Student Affairs, IIM Jammu.

The Bharat Bhasha Utsav Diwas was a celebration that transcended linguistic boundaries, bringing together students, faculty, and staff in a shared celebration of India's rich cultural heritage. The event featured a myriad of activities, performances, and interactive sessions that showcased the linguistic tapestry of the country. All the Student participants presented mesmerizing performances, recitations, and skits in various Indian languages, offering a kaleidoscope of linguistic talent.

Prof. B.S. Sahay, Director, IIM Jammu, expressed, "Bharat Bhasha Utsav Diwas exemplifies the cultural richness that arises from the mosaic of Indian languages. Our diversity is our strength, and this celebration serves as a reminder of the unique identity each language contributes to our national tapestry. Since IITs, IIMs, AIIMS have students, faculty, and staff from across India, it is a shining example of Mini India. We should always be proud of our regional language and promote it."

Highlighting the significance of linguistic diversity within premier educational institutions, Prof. B.S. Sahay, continued, "On the momentous launch of Viksit Bharat @2047 by the Hon'ble Prime Minister of India, I urge the students to come forward, contribute by giving their ideas, and play their part in making India a developed nation by 2047."

Prof. Jabir Ali, Dean Academics, IIM Jammu mentioned that "Language is the heart of culture, and Bharat Bhasha Utsav Diwas beautifully showcased the linguistic heartbeat of our nation. This event is a testament to the unity that arises from embracing our linguistic diversity."

Cmdr. Kesavan Baskkaran, CAO, IIM Jammu, mentioned, "Bharat Bhasha Utsav Diwas reflects the essence of our cultural heritage. It underscores the importance of preserving and cherishing our languages as vehicles of cultural expression and identity."

Dr. Apurva Yadav, Co-Chairperson Student Affairs, IIM Jammu mentioned "In celebrating Bharat Bhasha Utsav Diwas, we celebrate the voices that make our nation diverse. This event provides a platform for students to connect with their linguistic roots and appreciate the beauty of India's linguistic kaleidoscope."

The enthusiastic participation of the IIM Jammu community made Bharat Bhasha Utsav Diwas a resounding success, reinforcing the institute's commitment to fostering an inclusive and culturally rich learning environment.

**Glimpses from the Bharat Bhasha Utsav Diwas at IIM Jammu: A Cultural Extravaganza Enriched by Linguistic Diversity**

















