

भारतीय प्रबंधन संस्थान जम्मू

Indian Institute of Management Jammu

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### Press Release

#### **Hindi Diwas successfully organized at IIM Jammu**

**14<sup>th</sup> Sept 2022 Jammu:** On the proud occasion of Hindi Diwas, Vakta, the Hindi literary club of IIM Jammu successfully organized, "Hindi Diwas" on the Campus. The event is being conducted to mark the adaptation of Hindi as one of the official languages by the Constituent Assembly on September 14, 1949. The day is celebrated to spread awareness about the Hindi language and promote its usage across the nation. The event commenced with the lighting of the lamp by all the dignitaries present on the dais.

The Guest Invitees on the occasion included Shri Kewal Kumar Kewal Ji (Dogri and Hindi Poet), Shri Yashpaul Nirmal Ji (Dogri and Hindi Writer), Prof Raj Kumar Ji (Hindi Poet), Sheikh Mohammed Kalyan Ji (Hindi Litterateur), Sanjeev Bashim Ji (Hindi Poet). All the Guests spoke about cultivating the importance of Hindi language in their daily lives and recited their poetry giving a strong message on the usage of Hindi language and the role it plays in uniting ourselves.

The event was presided over by Prof. B.S Sahay, Director, IIM Jammu. Present on the occasion were Dr. Barnali Chaudhary, Chairperson Student Affairs, Dr. Pankaj Agarwal, Chairperson Executive Education, Cmdr Kesavan Baskkaran (R), Chief Administrative Officer, and Shri Shailesh Lohiya, Librarian, IIM Jammu.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu, said "*Hindi is one language which can be spoken across the country, and students should be taught the importance of our national language. Every year we have been celebrating Hindi Diwas on a grand scale. We are happy to host the Hindi Diwas on our Campus, the students, faculty, and staff have actively participated in various competitions. At IIM Jammu, we give due importance to implementing the Rajbhasha Policies of the Govt. of India, and Hindi as a language connects all of us and paves the path for national unity. I would take this opportunity to emphasize the simplicity, mellowness, and power of Hindi as a language and urge you all to make Hindi a part of your daily office routine.*"

On the eve of "Hindi Diwas," there was active participation from the faculty, staff, and students through their poetry, speech, and song recitals on this occasion. The Darpan Club of IIM Jammu presented a drama emphasizing the importance and increased usage of the Hindi language in our lives.

A few excerpts from one of the poetry delivered by one of the participants at IIM Jammu which emphasizes on the importance of Hindi language is placed as below:

हिंदी संवाद का माध्यम ही नहीं बल्कि भारतीयता का बोध कराती है। हिंदी भाषा केवल एक भाषा ही नहीं बल्की भावों की अभिव्यक्ति भी है। विविधताओं से भरे हमारे इस भारतवर्ष में हिंदी ही एक ऐसी भाषा है, जिसने हम सभीको जोड़ के रखा है। आईआईएम जम्मू आप सभी को हिंदी दिवस की बहुत बहुत शुभकामनाएं देता है।

The event ended on a positive note with a promise to make Hindi part of daily office routine and lives.

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Glimpses from the Hindi Diwas-14.09.2022

















