

IIM Jammu hosts the “Hindi Diwas”

On 14 September 2020, IIM Jammu celebrated the 71st Hindi Diwas to honour the adoption of Hindi as one of the official languages in the country. The Chief Guest for the event was Ms. Rajni Bala, Associate Professor, and Head of Hindi Dept, University of Jammu. The event was also attended virtually by Prof. B.S Sahay, Director, IIM Jammu, Prof. Rashmi Ranjan Parida, Chairperson Student Affairs, IIM Jammu along with other faculty members and students.

Prof. Parida commenced the programme by quoting that a language connects us instead of dividing us. Prof. B.S Sahay stated that Hindi language is at the core of India and projects. He also mentioned that Hindi learning will be facilitated by the Institute for non-Hindi speaking students who wish to learn the language.

Chief Guest Ms. Rajni Bala commented that the Hindi language is the identity of the nation and explained how various achievements by Indians have contributed to increase the prestige of Hindi. She also said that the language has to be promoted in such a way that the “Make in India” Initiative is being promoted. Further, she stated that mobile, computers, and other technology should incorporate Hindi language in the user interfaces.

The celebrations also consisted of cultural programs by the students which mesmerized the audience. The event concluded with the Vote of Thanks by students.