

Dear Madam/Sir,

Greetings from All India Council for Technical Education (AICTE) ..!

We are pleased to let you know that a 75-day long Bhartiya Bhasha Utsav was launched by Hon'ble Education Minister Shri Dharmendra Pradhan on 28th September 2023 in schools, colleges and universities. The objective is to celebrate the linguistic diversity of our country and to experience the feeling of oneness and pride in that diversity.

The Bhartiya Bhasha Utsav will culminate on 11th December 2023, which is the Janma Jayanti of renowned Tamil poet and freedom fighter Subramania Bharathi.

It is requested of all higher education institutions across the country to organize unique multilingual festivals on a grand scale to mark the occasion. Every institution may be advised to hold day-long festivals with the participation of students, teachers, parents and members of the public. An indicative list of programmes could include "My Signature in My Mother Tongue Campaign", multilingual cultural programmes, speeches, songs, games, fun activities, film screenings in different languages, seminars, workshops, debates, cuisine corners from different linguistic areas, exhibitions, language learning corners, interaction with authors, street plays, folk performances etc.

In view of the foregoing, AICTE requests your institution to disseminate information about their programmes widely so that people across the country feel connected on this important day.

With regards

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