



C. U. SHAH UNIVERSITY

(Established under Gujarat Private Universities (Amendment) Act 18 of 2013)

Sponsored By : WARDHMAN BHARTI TRUST A Center of Excellence for Multi Disciplinary Research, Innovation and Culture.

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Circular

This letter of information is as Per UGC (Website-Notice) letter no: D O.No. F.14-5/2018(CPP-II) dated: 15th February, 2018, UNESCO has declared 21st February every year as International Mother Language Day to promote the dissemination of mother tongues and fuller awareness of linguistic and cultural traditions throughout the world and to inspire solidarity based on understanding, tolerance and dialogue. Accordingly it has been decided to celebrate **MATRIBHASHA DIWAS on 21.02.2018** to promote the use of mother tongue. The Diwas could be observed with the following objectives:


- Highlight the linguistic diversity of our country.
- Encourage usage, not only of the respective mother tongue, but other Indian languages as well.
- To understand and draw attention to the diversity of cultures, in India and the consequent forums of literature, craft, performing arts, scripts and other forms of creative expression.
- To encourage the learning of languages, other than one's own mother tongue.

To celebrate the occasion, the following activities indicatively, maybe undertaken by your esteemed University/Institute, preferably in at least two languages, indicatively, could possibly be more.

Elocution, Debating, Singing, Essay writing competitions, Painting competitions, Music and Dramatic performance, Exhibitions, Online resources and activities as well as events exploring the cognitive, economic, social and cultural activities of multilingual society, Exhibitions depicting linguistic and diverse wealth of India.

You are, therefore, requested to kindly consider organizing the activities in your esteemed College/Institute to achieve the objectives of celebrating **Matribhasha Diwas on 21.02.2018** and send the action taken to University by email (registrar@cushahuniversity.org).

With regards,


Dr. Ved Vyas Dwivedi
Registrar (I/C)

