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अखिल भारतीय तकनीकी शिक्षा परिषद्
(भारत सरकार का एक सांविधिक निकाय)
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ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
(A Statutory Body of the Govt. of India)
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Dated: 25.09.2023

CIRCULAR

To

**All Vice Chancellors of Technical Universities and
All Directors/ Principals of AICTE Approved Institutions,**

Subject: Celebration of Bharatiya Bhasha Utsav-2023-reg.

Respected Sir/Madam,

Please refer to the enclosed D.O. letter No. 8-35/2023-L.II dated 12-09.2023 from Secretary, Dept. of Higher Education, Ministry of Education on the above subject.

It has been decided to observe 11th December, the birthday of poet and freedom fighter Subramania Bharathi as Bharatiya Bhasha Diwas every year, marked with Bharatiya Bhasha Utsav leading to the day. This will be an occasion to celebrate the diversity of Indian languages and encourage building of deeper connects in the hearts and minds of our youth.

This year the celebrations will span over 75 days, starting on 28th September 2023 and culminating on 11th December 2023, with the involvement of students, teachers, other staff from schools, higher education and skilling institutions across the country including blocks, and districts. An indicative list of activities could include:

- a) Exhibitions about Bhartiya Bhashas, with information about letter, scripts, history of language, common words, key historical figures, famous literature, etc. and the historical, cultural and spiritual unity of all Bhartiya Bhashas.
- b) Bhasha Stalls - on the language of the region and at least one stall for languages of some other region, Books and Literature in different languages and Language Games.

- c) Tech Zone - Tech-savvy amenities showing different tools and software that students may use to learn languages, do machine translation, etc. and downloading and teaching few simple tools.
- d) Competitions - Language Quiz, Speech/Debate/Extempore in different languages, Poetry recitation & essay writing competition in various languages.
- e) Cultural programs and food corner - Creative performances depicting Lok-Parampara and folk-art forms, Open mic/stage sessions, Street plays & dramas, Food corner having cuisines representing our rich and healthy culinary habits.
- f) Any other innovative programme

Higher Educational Institutions can organize launch programmes on 28th September. Local Celebrities and dignitaries, for example scientists from ISRO can be invited to participate in the programmes.

Further, it is also desired that the organizers of the Utsav should ensure that wide media coverage is given to the Utsav through print, electronic, social media so that the joy of celebrating Bharatiya Bhasha can be shared with people across the country.

In this regard, all AICTE approved Institution/Universities are requested to make all efforts to celebrate Bharatiya Bhasha Utsav from 28.09.2023 to 11.12.2023 with great vigour and make the event a grand success.

We deeply appreciate your time and engagement.

With regards,

Yours sincerely,

Mamta
(Dr. Mamta Rani Agarwal)
25 Sept, 23.