D.O.No. F. 14-5/2018(CPP-II)

Sir/Madam,

As you are aware that 21st February every year is celebrated as ‘International Mother Language Day’ to promote the dissemination of mother tongue 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 21.02.2020 to promote the use of mother tongue. The occasion may 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

This could be celebrated by organizing various activities like Elocution, Debating, Singing, Essay Writing and Painting Competitions, Music and Dramatic Performance, Exhibitions etc. and in any other way befitting the occasion.

I request you to kindly organize these activities in your esteemed university and affiliated colleges to celebrate ‘Matribhasha Diwas’ on 21.02.2020. In case the colleges are closed on 21.02.2020 on account of Mahashivratri, they may celebrate it a day earlier or a day after 21.02.2020. The report on the celebration of the occasion should be uploaded on the UGC Activity Monitoring portal i.e. www.ugc.ac.in/uamp by 5 P.M on 22.02.2020.

With regards,

Yours sincerely,

(Rajnish Jain)

To,

The Vice Chancellor of all universities
The Principals of Colleges