



C. U. Shah University
Faculty of Management studies
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Expert Lecture

By Dr. Pradhyumansinh Vaghela (B V Shah B.Ed College,C U Shah University)

on

“Apni Bhasha Anpni Olakh”

19th February 2016 @ MBA Department

“Languages, with their complex implications for identity, communication, social integration, education and development, are of strategic importance for people and planet. Yet, due to globalization processes, they are increasingly under threat, or disappearing altogether. When languages fade, so does the world's rich tapestry of cultural diversity. Opportunities, traditions, memory, unique modes of thinking and expression — valuable resources for ensuring a better future — are also lost.

More than 50 per cent of the approximately 7,000 languages spoken in the world are likely to die out within a few generations, and 96 per cent of these languages are spoken by a mere 4 per cent of the world's population. Only a few hundred languages have genuinely been given pride of place in education systems and the public domain, and less than a hundred are used in the digital world.

International Mother Language Day was proclaimed by UNESCO's General Conference in November 1999. The International Day has been observed every year since February 2000 to promote linguistic and cultural diversity and multilingualism.”
(<http://www.un.org/en/events/motherlanguageday/background.shtml>)

The objectives behind celebrating *Matru Bhasha Divas* included sensitizing people about the need for greater use of mother tongue. It also aims at highlighting the need to impart, among the students, the communication skills and proficiency in mother tongue.

In this context, Faculty of Management Studies, C U Shah University has decided to celebrate *Matru Bhasha Divas* by organizing a session on topic of '*Apni bhasha, apni olakh*' on 19th February 2016.

Dr Pradhyumansinh Vaghela, Assistant Professor, B V Shah B.Ed College C U Shah University was invited to deliver this session.

Dr Tejash Pujara, Dean, FMS gave warm welcome to Dr. Vaghela and presented his thoughts on the occasion. Dr. Vaghel in his session highlighted rich heritage of Gujarati language and applauded great writers of Gujarati Literary World. He stressed upon using mother tongue in our daily lives and argued in favour of use of mother tongue in primary education. Citing various examples, he proved mother tongue's importance in early mental development of the child. He also urged students to read Gujarat literature and invited students to their library to access the treasure of Gujarati Literature.

At the end of very enlightening session, Dr. Vaghela was felicitated by Dr. Pujara with memento. Dr. Munjal Dave concluded session with vote of thanks. He thanked Dr. Vaghela, Dr. Kirti Gurjar of Bed College and students volunteer who have anchored the session.

FMS would like to put on record, its gratitude towards BoM and Provost (Dr. Ved Vyas Dwivedi) of C U Shah University for their kind approval and support.

Prof. Dhvnish Shah
FMS

