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## **Press Release**

## IIM Jammu Organizes One-Day Workshop to Promote Hindi Rajbhasha

Jammu, June 28, 2024 – The Indian Institute of Management (IIM) Jammu organized a one-day workshop dedicated to fostering the use and promotion of Hindi Rajbhasha within the institution. The event, held on 28<sup>th</sup> June 2024, saw enthusiastic and active participation from faculty, officers, and staff members alike. Present on the occasion were Prof. Jabir Ali, Dean Academics, Dr. Anuja Akhouri, Chairperson Corporate Communications and Co-Chairperson, Hindi Rajbhasha, IIM Jammu, and Cmdr. Kesavan Baskkaran, Chief Administrative Officer, IIM Jammu.

The event commenced with the welcome by Shri Abhay Awasthi, Hindi Rajbhasha Adhikari, IIM Jammu followed by the introduction of the Chief Guest. The workshop, aimed at enhancing proficiency and understanding of Hindi as the official language, was a significant step towards promoting linguistic diversity and inclusivity. Attendees actively engaged in various sessions designed to improve Hindi language skills, communication, and appreciation of its cultural significance.

The distinguished presence of Dr. Nilesh Kumar, Assistant Librarian and Rajbhasha Adhikari, IIT Jammu, as the Chief Guest, added great significance to the occasion. His insights and encouragement provided valuable motivation to the participants in their journey towards embracing Hindi as a Rajbhasha.

Dr. Nilesh Kumar, Assistant Librarian and Rajbhasha Adhikari, IIT Jammu who joined online emphasized that language is not merely a tool for communication; it is the essence of our cultural identity. He congratulated the institute for organizing this insightful workshop and encouraged continued efforts towards language promotion. He suggested various simple methods to incorporate Hindi Rajbhasha more effectively, including the implementation of the National Education Policy 2020, which emphasizes learning in the mother tongue or Hindi language. He provided guidance on different approaches and suggested innovative ways to promote the use of Hindi language in daily life. He mentioned that the efforts made by IIM Jammu in promoting Hindi Rajbhasha are commendable and reflect a commitment to preserving our linguistic heritage.

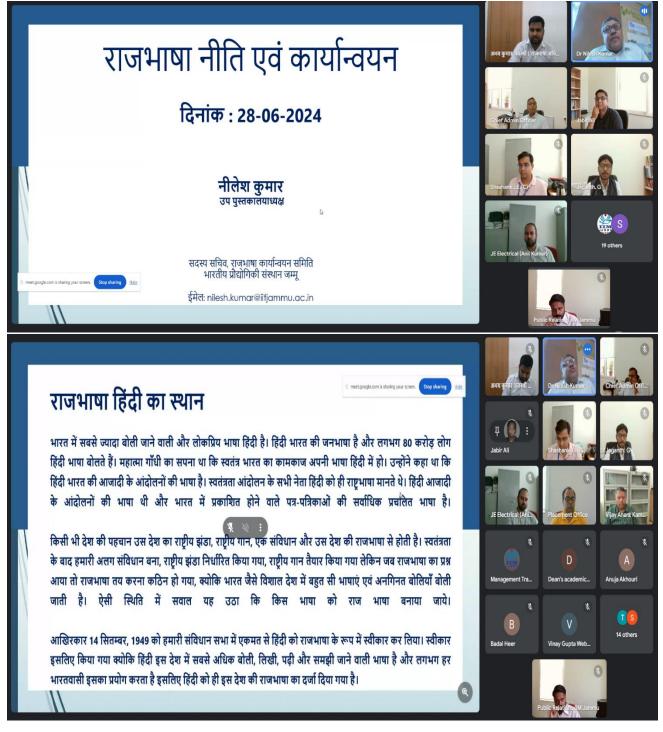
The event culminated with the vote of thanks by Shri Shalin S Nair, AO-PR & Admin, IIM Jammu. The event was meticulously coordinated by the Hindi Rajbhasha Committee, IIM Jammu, demonstrating their dedication towards language promotion and cultural integration. Recently, the meeting of NARAKAS (Town Official Language Implementation Committee), Jammu (014) was held in the conference hall of CSIR-Indian Institute of Integrative Medicine, Jammu. The meeting was chaired by Dr. Zabeer Ahmed, Director of CSIR-Indian Institute of Integrative Medicine, Jammu, and Chairman of NARAKAS, Jammu.

NARAKAS, Jammu includes a total of 96 central government offices that are member institutions of this committee. The meeting reviewed the performance of the member offices for the quarters of October-November 2023 and January-March 2024. During the review, it was reported that out of the 96 institutions, only 24 institutions scored a perfect 10 out of 10 for both quarters. It is noteworthy that the Indian Institute of Management (IIM) Jammu also scored a perfect 10 out of 10 for both quarters.

For Media Inquiries, pls contact



## Glimpses from the One Day Hindi Workshop at IIM Jammu-28th June 2024



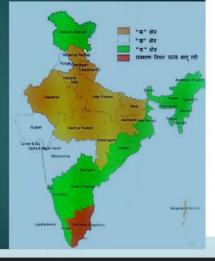
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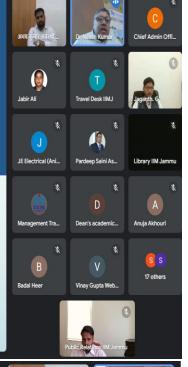
क क्षेत्र : उत्तर प्रदेश, उत्तराखंड, मध्य प्रदेश, छत्तीसगढ़, बिहार, झारखंड, हिमाचल प्रदेश, हरियाणा, राजस्थान, अंडमान निकोबार द्वीप समूह, दिल्ली संघ राज्य क्षेत्र।

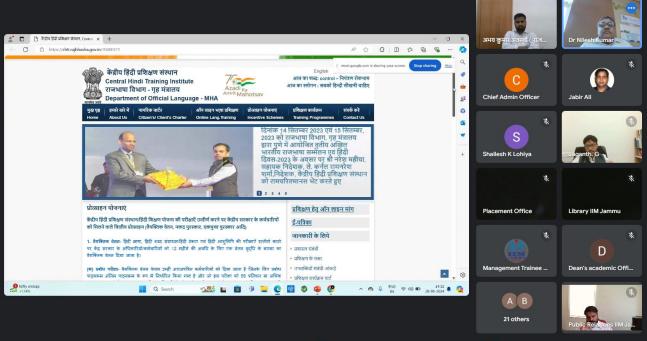
<u>ख क्षेत्र</u>: महाराष्ट्र, गुजरात, पंजाब और चंडीगढ़ संघ राज्य क्षेत्र, दमन और दीव, दादरा और नगर हवेली संघ राज्य क्षेत्र।

ग क्षेत्र: जम्मू एवं कश्मीर, कर्नाटक, केरल,आंध्र प्रदेश, उड़ीसा, पश्चिम बंगाल, सिक्किम, गोवा, पांडिचेरी, लक्षद्वीप, त्रिपुरा, मेघालय, मिजोरम, मणिपुर, अरुणाचल प्रदेश, नागालैंड तथा असम तथा तमिलनाड् ।

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Glimpses from the Meeting of NARAKAS (Town Official Language Implementation Committee), Jamm-27th June 2024