giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

BHARATIYA BHASHA ABHIYAN

24TH SEPTEMBER 2026 (THURSDAY)









As part of its continued efforts to promote awareness, appreciation, and respect for the diverse linguistic heritage of India, the institution organized the Bharatiya Bhasha Abhiyan on 24th September 2026 in the Auditorium for the students of B.A. LL.B. and B.B.A. LL.B. First Semester. The programme was conceptualized with the objective of sensitizing students to the significance of Indian languages in preserving the country's cultural heritage, strengthening national identity, and promoting inclusivity and mutual respect in a multilingual society. It sought to highlight the importance of linguistic diversity as an integral component of India's civilizational legacy and to encourage students to recognize the relevance of Indian languages in contemporary academic, social, and professional contexts.

The programme was graced by Prof. (Mrs.) Alok Sharma, Professor, Law Centre-I, Faculty of Law, University of Delhi**,** andMr. Krishna Kumar Sharma, Advocate, Supreme Court of India, who shared their valuable insights with the students on the importance of Indian languages and their role in shaping the country's cultural, intellectual, and legal traditions. Their addresses emphasized that language is not merely a medium of communication but also a repository of knowledge, values, traditions, and collective experiences. They highlighted how Indian languages contribute to the transmission of cultural heritage across generations and serve as a bridge between communities, enabling meaningful interaction and fostering a sense of belonging and shared identity.

The speakers also underscored the relevance of Indian languages in the field of education and legal practice. For students pursuing professional courses such as law, an understanding of Indian languages can facilitate effective communication with diverse sections of society and enhance access to legal knowledge and justice. The ability to understand and communicate in local languages is particularly significant in a country as diverse as India, where linguistic accessibility can help bridge the gap between legal institutions and ordinary citizens. The discussion encouraged students to appreciate the importance of expressing complex ideas in languages that are accessible to the people, thereby strengthening public awareness, legal literacy, and inclusive participation in the justice delivery system.

The Bharatiya Bhasha Abhiyan also drew inspiration from the broader objectives of the Bharatiya Bhasha Anubhag (Indian Languages Section)**,** launched by the Ministry of Home

Affairs in June 2025 to provide an organized platform reflecting and promoting India's linguistic diversity. The initiative highlights the importance of strengthening the use of local and regional languages, recognizing Indian languages as an essential component of the country's cultural identity, and exploring the role of technology in promoting linguistic accessibility while preserving the richness, uniqueness, and sensitivities of different languages. In this context, the programme served as an opportunity to familiarize students with the wider national vision of encouraging greater appreciation and use of Indian languages in public life and institutional settings.

The event further emphasized that the promotion of Indian languages does not diminish the importance of learning other languages; rather, it encourages a balanced approach in which linguistic diversity is respected and every language is recognized as a valuable medium of expression and knowledge. Students were encouraged to move beyond linguistic stereotypes, respect different linguistic backgrounds, and understand how multilingualism can enrich learning, improve interpersonal communication, and promote social harmony. The discussion also highlighted the need to preserve regional languages and dialects, particularly in an era of rapid globalization and technological transformation, where several languages face the challenge of reduced everyday usage among younger generations.The event reaffirmed the institution's commitment to nurturing culturally aware, socially responsible, and inclusive future professionals who value India's diversity and recognize language as an important instrument of education, empowerment, and national integration.

FLYER OF THE EVENT



TYPE OF EVENT	CO-CURRICULAR
VENUE	GIBS AUDITORIUM
TIME & DURATION	11:00 AM – 01:00 PM
CONDUCTED BY	CLS GIBS
ORGANISED FOR	B.A. LL.B. and B.B.A. LL.B. 1st Semester
NAME OF THE COORDINATOR	Ms. Muskan Grover
ATTENDANCE	126
RESOURCE PERSON	Prof. (Mrs.) Alok Sharma, Designation-Professor Affiliation- Faculty of Law, University of Delhi and Krishna Kumar Sharma, Designation- Advocate Affiliation -Supreme Court of India
OBJECTIVES OF THE	1. To promote awareness and appreciation of India's rich

EVENT	linguistic diversity. 2. To encourage students to value and respect Indian languages. 3. To highlight the role of Indian languages in preserving culture and identity. 4. To encourage the preservation and promotion of Indian languages in contemporary society.
LEARNING OUTCOME	1. Students were able to understand the importance of Indian languages and linguistic diversity. 2. Students gained awareness of the role of language in preserving Indian culture and heritage. 3. Students developed greater respect and appreciation for regional and Indian languages. 4. Students understood the need to promote and preserve Indian languages in education and society.
SHORTFALL DURING EVENT	NA
LINK OF YOUTUBE VIDEO	https://youtu.be/HFJyqR4D5iA

PREPARED & SUBMITTED BY: MS MUSKAN GROVER, ASSISTANT PROFESSOR, GIBS