



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA**  
**KAKINADA-533003, Andhra Pradesh (India)**  
(Established by Andhra Pradesh Act No. 30 of 2008)

Date: 20-02-2020

**C I R C U L A R**

By direction of the University Grants Commission (UGC), New Delhi. It is inform that the celebrate “ **Matribhasha Diwas**” on 21.02.2020 in your esteemed Institutions/ Colleges. In case the Institute/College is closed on 21.02.2020 on account of Mahashivaratri, they may celebrate it on next working day. The report on the celebration of the occasion should be upload on the UGC Activity Monitoring portal i.e [www.ugc.ac.in/uamp](http://www.ugc.ac.in/uamp) by 5 P.M on 22.02.2020

**REGISTRAR**  
**REGISTRAR**  
**J.N.T. University Kakinada**  
**Kakinada-533003**

All Staff Members (Teaching & Non-Teaching), JNTUK.

Copy to

The Directors, JNTUK

The Principals, UCEK/UCEV/UCEN, JNTUK

with a request to circulate among all the staff members (Teaching, Non-Teaching & Outsourcing) of the Colleges/Units.

The principal of Affiliated colleges under jurisdiction of JNTUK

The Vice-Principals, UCEK/UCEV/UCEN, JNTUK

The Secretary to Hon'ble Vice-Chancellor, JNTUK.

All Programme Directors/Co-Ordinators, JNTUK.

The PA to Rector, JNTUK.

The PA to Registrar, JNTUK.

The PA to OSD, JNTUK.

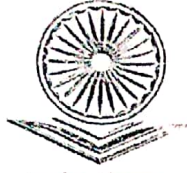
Deputy Registrars & Asst. Registrars, JNTUK.

Medical Officer, College Dispensary, UCEK.

Secretary, Inter Collegiate, JNTUK.

Secretary, University Sports Council, JNTUK.

Presidents/Secretaries of all Staff Associations (Teaching & Non-Teaching).



प्रान्त-विद्यालय विभाग  
प्रो. रजनीश जैन  
सचिव  
Prof. Rajnish Jain  
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग  
University Grants Commission

मानव संसाधन विभाग, भारत सरकार  
(Ministry of Human Resource Development, Govt. of India)

बहादुरशाह जफर मार्ग, नई दिल्ली-110002  
Bahadur Shah Zafar Marg, New Delhi-110002

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Registration / P.U.C.E.V. / P.U.C.E.V. / P.U.C.E.V.  
M.M. / 20/2/20  
for n.a  
(Important)

2/408  
DA  
14 February, 2020

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

Sir/Madam,

20 FEB 2020

As you are aware that 21<sup>st</sup> 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 'Matrihasha Diwas' on 21.02.2020. In case the colleges are closed on 21.02.2020 on account of Mahashivaratri, 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](http://www.ugc.ac.in/uamp) by 5 P.M on 22.02.2020.

With regards,

Yours sincerely,

*Rajnish Jain*

(Rajnish Jain)

To,

**The Vice Chancellor of all universities**  
**The Principals of Colleges**

JNTUK VC PENCH	
FILE No.:	1895
DATE :	20/02/20