

## Cluster University Jammu and KVM Trust, Jammu host 'Save the Language initiative'



The image shows a website for the 'Save the Language' campaign. At the top, there is a logo for Kunwar Viyogi Memorial Trust with the tagline 'Share Abundance'. Below the logo is a large graphic featuring the word 'Dogri' in a stylized font, surrounded by various related terms like 'CULTURE', 'LANGUAGE', 'KNOWLEDGE', 'PERSONALITY', 'MUSIC', 'POETRY', 'MOTIVATION', 'LITERATURE', 'ART', 'RELIGION', 'EDUCATION', 'AWARDS', 'STORY', and 'FAMOUS'. The main text on the page reads: 'Save the Language' campaign, an initiative started by Kunwar Viyogi Memorial Trust to preserve & popularise the Dogri language. Below this, it states: Kunwar Viyogi Memorial Trust aims to bring Dogri back to its roots, in the homes and hearts of Jammu, and to create opportunities and platforms for students, artists, writers and cultural groups. At the bottom, there are two buttons: 'LEARN DOGRI' with a symbol resembling the number 31, and 'DOGRI MUSIC' with a musical note icon. The footer contains the text: Copyright 2017 Kunwar Viyogi Memorial Trust.

**Jammu, Feb 2:** India's first Dogri mobile Application - Discover Dogri was launched amidst thunderous applause at Cluster University Jammu. A technological invention of Kunwar Viyogi Memorial Trust, under its 'Save the Language' campaign, 'Discover Dogri' mobile application will now enable the people of Jammu to learn, understand and converse in Dogri. Apart from providing learning tools, the app also hosts Dogri music and music videos that will now be available at the click of the mobile phone. What's most interesting in the Discover Dogri App is the 'Launch your Book' feature that will also enable writers to showcase their books.

Focused towards learning the language through use- in conversation, writing, reciting or singing or through listening on premise of Shruti and Dhvani, the Discover Dogri App also has English and Hindi word/ sentences translation into Dogri words. It has Dogri poetry written and recited for easy understanding, and listening. Above all it has Dogri vocal artists and music showcase through audio and music video.

The event began with the inauguration of the digital version of Kunwar Viyogi's book of Dogri Sonnets - Pehliyaan Banga by Prof. Poonam Dhawan Dean Academic Affairs, CLUJ who graced the occasion as Chief Guest and Trust's curator for 'Save the Language' campaign Aayushman Jamwal. The digital book hosts sonnet recitation by renowned Dogri writers like Prof Lalit Mangotra, Sahitya Akademi award winning writer Chhatrapal, Prof Archana Kesar and many more. Prof. Poonam Dhawan in her presidential address highlighted the pristine glory of Dogri language and literature and motivated the young scholars to play a pivotal role and act as custodians in propagating and promoting the rich literature and language. She called for collective efforts to take Dogri and other regional languages to glorious heights.

The programme was organized by Department of Student Welfare, Cluster University Jammu. Dr. Twinkle Suri, Dean Student Welfare, CLUJ gave the welcome address in which she exhorted that the programme is a positive initiative would benefit our young learners and arouse their minds to preserve and revive the Dogri language. She added that Prof. Anju Bhasin, Hon'ble Vice-Chancellor, Cluster University Jammu envisions the promotion of Dogri and other local languages as a part of the course curriculum and also to bequeath it to our future generations as their rich heritage.

The Dogri music video - Aayi Khushboo, picturised at the famous Surinsar lake, Aayi Khushboo was unveiled which is penned by Kunwar Viyogiji and the words are adapted into Dance by well-known kathak dancer Sanchita Abrol. Renowned Dogri singer Jitender Singh Jamwal has lent voice to the music video, while Sambhav Sharma has given the surreal music to it. The music is composed by Madho Sharma. Discover Dogri App also consists of Dogri Music and videos sung by renowned Dogri singers like Jitender Singh Jamwal, Seema Anil Seghal, Lovely Chandra, Sonali Dogra and many more.

Speaking about the launch of 'Discover Dogri' mobile application, Aayushman Jamwal, Advisor Member, Kunwar Viyogi Memorial Trust said

that it was only through the youth that the language can be sustained, preserved and propagated. He added that the Discover Dogri mobile application is an attempt to contribute towards the preservation of Dogra culture and its rich heritage. He appreciated the warm response from Cluster University of Jammu and also that they will continue to make innovative efforts through various educational, literary, cultural technological and entertainment endeavors to make Dogri relevant to the youth. The programme was attended by Sh. Jatinder Khajuria, Registrar, Controller Examinations, all Principals of Constituent Colleges, Deans of Schools, and another faculty members, CLUJ. The event was anchored by Shwetema from Radio Mirchi 98.3 F.M. and concluded with the musical performance from Radio Mirchi.

