



February, 2023

Campus Chronicles

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From the Desk...

“One language sets you in a corridor for life. Two languages open every door along the way”

– Franck smith

“See what doors you can open”

Mother tongue is an indispensable instrument for the growth of the intellectual, moral and physical aspects of education. It is a subject assumed and by which other subjects can be tackled, understood and communicated. Weakness in any other subject means weakness in the particular subject only, but weakness in the mother tongue means the paralysis of all thought and power of expression. In life's tough and unanticipated moments, we naturally speak in our mother tongue, since the mother tongue is the language which we learn from the beginning of our lives, we never forget it. It's not only the art of communication it reveals our cultural & individual identity.

The International Mother Language Day was first approved at UNESCO General Conference in 1999 as a result of the Bengali language movement of 1952. This endorses awareness of multilingualism and cultural diversity. In 2023, United Nations encourage and promote multilingual education based in mother tongue or first language, recognizing

Multilingualism can advance inclusion, and Sustainable Development Goal 4 focuses on leaving no one behind. The aim is to recognize the role of actors in education in multilingualism to transform education from a lifelong learning perspective and in different contexts. In the world population, 40 percent does not have access to an education in a language they speak or understand. Unfortunately, due to societal reasons such as the development of technology, more than 100 languages are used online. At least 43% of languages are under threat of disappearing. It is a common practice in many countries to adopt education in a multilingualism context.

Multilingualism contributes to the development of inclusive societies that allow multiple cultures, global opinions and knowledge systems to co-exist and cross-fertilize. This facilitates inclusion in education for population groups that speak minority languages. Though we adopt monolingual arrangements of education and yet, see multilingualism within education as a challenge.

Recognizing these challenges, our Language faculty at NEST Academy of Management Education supports this approach by enabling learners whose mother tongue is different from the language of instruction to bridge the gap between home and school, to discover the college environment in a familiar language, and thus, learn better. This provides multilingual education based on mother tongue, which facilitates access to a globally recognized education. Our language faculty continuously promotes multilingualism while sharpening our students' language skills to pursue global education and social purposes.

Ms. Fathima Razeena

Faculty – Business Management



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Mother language!

Sri Lanka is known as Pearl of the Indian Ocean. Sri Lanka has long been a tourist destination and is one of the most popular travel destinations in the world. The country has diverse landscape including mountains, forests, lakes and seas with over 100 different type of wildlife and many different languages. Sri Lanka has a rich cultural heritage with our 400 year of history that includes our magnificent Dravidian language. Sri Lankan Tamil is one of the most famous languages in Sri Lanka. The country is known for its beaches, hospitality and natural beauty making it Ideal destination for tourist



Anne Kasuni Pathmasiri
Foundation ATHE Level 3 Diploma
in Hospitality



My language- My roots!

Mother language means a language through which the people of a nation express their ideas, thoughts, feelings, emotions and much more... My mother language is “URDU”, which is a turkish word meaning “camp /army”. This language belongs to people of different ethnicities like Turks, Arabs, Persians, Pathans, Afghans and many more... Today, it’s being spoken all over Pakistan to express love and gratitude. It is also the national language of Pakistan. Urdu is rich in poetry either classic or modern and poets express their feelings through this beautiful language and provide us with beautiful poems to enlighten our minds and hearts... My love for my mother language will never be the less as it reminds me of my roots that give me strength to move forward and spread love



Kamilah Bhatti
CTH Level 4 Diploma in
Hospitality Management

Identity, Culture, Community!

Mother language, also known as a first language or native language, is the language a person learns from birth or in their early childhood. It is considered the most important language in a person’s life as it is the foundation for their communication and identity.

Studies have shown that children who are exposed to their mother language at an early age have better cognitive, social, and emotional development. This is because their mother language provides a strong emotional connection to their culture, community, and family. It also helps them to better understand and learn other languages later in

life. Mother language is also crucial for preserving cultural heritage and promoting cultural diversity. Every language represents a unique way of thinking and expressing ideas, and when a language becomes extinct, a part of the world’s cultural heritage is lost forever.

In conclusion, mother language is essential for personal, cultural, and linguistic development and should be valued, protected, and preserved.



Tanisha Sikri
ATHE Level 4 – Events
Management

Importance of Multilingual Education and Multilingualism!

UNESCO has been promoting multilingual education as a means to improve learning and learning outcomes and give life to linguistic and culture diversity since 1953 when a meeting of specialists in vernacular languages led to the Organization publishing the Use of Vernacular languages in education. Its position was strengthened in 1999 when the UNESCO General Conference adopted a resolution crystallising the definition of ‘multilingual education’ as the use of at least three languages: the mother tongue(s), a regional or national language and an international language. UNESCO promotes multilingualism, that is, the use of more than one language in daily life, which is normal practice where different linguistic groups exist in the same country. Literacy programmes and methodologies respond to the needs of learners best when they are context-related, bilingual and support intercultural understanding within the framework of lifelong learning.

Multilingual education based on the mother tongue (s) in the early years of schooling plays a key role in the transition from home to school and fosters respect for diversity. As such, multilingualism contributes to learning to live together, in line with Target 4 SDG (Sustainable Development Goal) - **Achieving inclusive and quality education** for all reaffirms the belief that education is one of the most powerful and proven vehicles for sustainable development. This goal ensures that all girls and boys complete free primary and secondary schooling by 2030. It also aims to provide equal access to affordable vocational training, to eliminate gender and wealth disparities, and achieve universal access to a quality higher education.



Dr. Triptii Shellke
Faculty-Management
Programs

Language of Humanity!

To start with, when we estimate and think about a common language that everyone speaks, nothing comes into my mind except the language of humanity that is primordially a telepathic communication which is the transmission of intuition/impressions of any kind from one mind to another, not depending on the recognized channels of sense.

However, when the term “mother” is added to “language”, here we should hold on because the term changes, hence, the meaning changes. Here, we speak about a verbal communication conveyed with the channels of sense.

Now, we should reconsider our common understanding of the foremost purpose of mother tongue languages for they are yes different verbal methods of transmitting impressions and inner thoughts, yet they are based, on a deeper realm, on one principle of conveying a comprehensive clear message to the other parts whom are the listeners.

Coming now to mother tongue languages, let me introduce my native language which is Arabic and specifically the Tunisian dialect. I will start with telling you how to greet and how to say “Hello” in my mother tongue language. So, we have different ways of salutation, but our common greeting salute is “Aslema” in Arabic it is written “آسلةالسرعة”; this is an Arabic Hello and more specifically a “Tunisian-dialect Hello” which means literally “Peace be



upon you”. This salutation can be said anytime. In Hindi, it is “Namaste”. For French people, they say “Bonjour” which means “Good day”. For German, they say “guten tag” and so on.

So, as you can see no matter how different mother tongue languages are, the intention and the objective are still the same for all dissimilar cultures and nationalities. Mother tongue languages are external manifestations of one common language which the language of telepathy and intentions.



Prof. Souha Rebhi
Senior Academic Executive

Urdu: The language of love.



My mother tongue is Urdu. As a child I would observe that only a few people in my family were able to speak pure Urdu and whenever they spoke Urdu, their language felt so pleasant to ears, I could listen to them all day and admire their language. Growing up I developed an interest in Urdu literature and poetry. When I read Urdu poetry, I fell in love with it every time.

The best moments that I have with my siblings include long discussions regarding Mirza Ghalib, Faiz Ahmed Faiz and Iqbal's poetry. On a little lighter side, I always felt comfortable in passing a difficult comment or suggestion to anyone in the politest way in Urdu.

I practically think that you can never sound rude when you speak in Urdu. As India is a diverse country, Urdu has various versions in every region. Although the transcript and basics remain the same, the accent and a few common nouns change. Hyderabad has its own Hyderabadi Urdu. Karnataka has Deccani Urdu.

Under a nutshell, this beautiful language is my own fortress of solace.



Sayeda Iram Quadri
Executive- Student Affairs
Department

Land of diverse languages!

Although Gujarati is the mother tongue of the natives of Gujarat, many other languages are widely spoken throughout the state. Gujarati is an Indo-Aryan language derived from Sanskrit and is the 26th most widely used language in the world. Gujarati has about 11 different dialects, spoken in various parts of the state.

Since the state of Gujarat shares its border with Maharashtra, Madhya Pradesh and Rajasthan; a small section of its population speak the native languages of the neighbouring states, namely Marwari, Marathi, Hindi along with Urdu and Sindhi.

The natives of Kutch-a semi-arid region in Gujarat-speaks Kachchi language, which is quite an important language of the area.



Deep Solanki
Executive-Finance
Department

Language that goes to the Heart!

A language through which people can freely express their thoughts, feelings, emotions. Languages are the absolute most powerful way to preserve and develop culture and to promote everything throughout the world for which we should be proud of it.

All the mother languages are important and should be respected equally. International Mother Language Day is being observed globally on February 21st to promote linguistic and cultural diversity and multilingualism.

"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart" - Nelson Mandela.



Pratik Marathe
Senior Specialist- Student
Affairs Department

Language- The most powerful tool!

International Mother language Day hardly few people know about this and trust I am one of them. But this day is also very important day as it indicates that we are surrounded with so much of culture.

Languages are the most powerful tools of preserving heritage. When we are in our home country we never understand the importance of mother language but when we travel outside the country specially for studies or work the most missed thing is our mother language because that connects us to our parents, home and roots where we come from.

Mother language gives us the warmth that a mother can give us when we are away from home. And on addition to

this if we meet someone with same mother language we are more than happy because that builds the comfort within few minutes and bring back the memories from the home.

We should always respect our culture and language because they decide the personality of a person. Coming from different country adjusting in new atmosphere is a real challenge but our mother language can be a stress buster if you are surrounded by the people who speak your language, you can never feel that you are away from home.

On this note a very happy international mother language day.



Shrushti Shinde
Senior Executive- Student
Affairs Department



CRICKET TOURNAMENT



Congratulation

for your campus placements



Fatima Amnah

Joined in:
Chedi Al Bait
as Intern-Kitchen



Sameh Lacchab

Joined in:
Marks and Spencers
as Sales Associate



**Sina Hadush
Areaya**

Joined in:
Silver Oak Properties
as Telesales Consultant



Nissi Mutijima

Joined in:
Silver Oak Properties
as Property Consultant



Timila Shakya

Joined in:
**Starling Talent Care
Services**
as Hostess



Sandip Shrestha

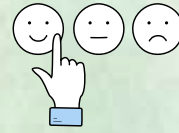
Joined in:
**Starling Talent Care
Services**
as Host



Hema Tamang

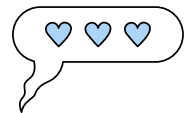
Joined in:
Fuschia Urban Thai
as Hostess

PLACEMENT FEEDBACK FROM STUDENTS



I'm satisfied with the internship opportunity that was provided to me via this Job placement program but also for other students in different fields more effort should be put to find a job opportunity that aligns with their career of choice.
Thank you.

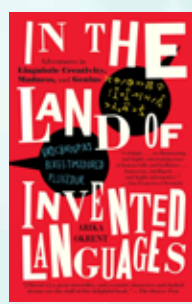
Nissi Mutijima



Learning at Bait Al Chedi has been great and everybody is teaching me well on how to do my work with perfection and passion.
Thank you.

Amnah Nazeerdeen





In The Land of Invented Language

The captivating story of humankind’s enduring quest to build a better language—and overcome the curse of Babel. Just about everyone has heard of Esperanto, which was nothing less than one man’s attempt to bring about world peace by means of linguistic solidarity. And every Star Trek fan knows about Klingon. But few people have heard of Babm, Blissymbolics, Loglan (not to be confused with Lojban), and the nearly nine hundred other invented languages that represent the hard work, high hopes, and full-blown delusions of so many misguided souls over the centuries. With intelligence and humor, Arika Okrent has written a truly original and enlightening book for all word freaks, grammar geeks, and plain old language lovers.



English Vinglish

English Vinglish is a heart-touching movie about Sashi Godbole who is an insecure & under-confident middle-class housewife. Her struggle to speak & understand English is ridiculed by her own family. Watch English Vinglish to witness the transformation of Sashi, who tries to overcome this language barrier and eventually turn into a much more confident woman.



Al Fahidi Souk

Al Fahidi Souk delivers a taste of Old Dubai, where visitors can connect with residents closely and bond over shopping. You might even get bargains you can’t find anywhere else in the city, with much smaller crowds.

You’ll find shops selling ready-made clothes helmed by both, local designers and popular labels, as well as toys, gifts, antiques and electronics. In addition, there are regular stores selling perfumes, cosmetics, shoes, bags and other accessories.



Hatta Dam

The turquoise waters of Hatta Dam provide a calm respite just 90 minutes away from the buzzing city of Dubai. Located near Hatta Fort Hotel and the popular outdoor activity centre Hatta Wadi Hub, this body of water is surrounded by the rugged peaks of the Hajar range, a stark contrast to the desert sands you’ll pass en route to Hatta.

The spot is especially popular in the cooler winter months, and also has activities for children (they’ll be delighted by the ducks by the water), but do bear in mind that there’s a rather steep hill between the car park and the water’s edge



Fun Facts about Language!



- There’s a language only 8 people speak:**
Talk about exclusive! The unclassified Busuu language is spoken in the Southern Bantoid of Cameroon – but only by eight people. In fact, when they checked in 1986, there were eight Busuu speakers and in 2005, only three, making it an endangered language.
- English is the language with the most words:**
English takes the cake in this category at a proud 750’000 words, with new ones being added all the time. In fact, it’s estimated that about 5’400 new English words are created annually, although only around a thousand of these will be incorporated into the vocabulary of the general public.
- The shortest grammatically correct sentence is “GO!”**
The English language is the proud winner of the award for the shortest grammatically correct sentence. The command “GO!” instructs a person to take action – here the subject isn’t written or spoken, yet it is immediately understood.



QUICK QUIZ



- Which of the following languages has no alphabet?**
A. Korean | B. Japanese | C. Chinese
- Which continent has the most languages?**
A. Africa | B. Asia | C. Europe
- Which of the following used to be a dead language, but was then successfully revived to become a living language today?**
A. Hebrew | B. Sanskrit | C. Latin
- Most historians agree that the writing form of languages originated from which civilisation?**
A. Mesopotamia | B. India | C. Egypt
- Which country has up to 16 official languages?**
A. Zimbabwe | B. South Africa | C. Spain

1. C | 2. B | 3. A | 4. A | 5. A