

For the love of a language

In the face of increasing globalisation, Dubai resident Asha Chand urges communities to speak their mother tongue

PACKED WITH AN audience of over 1,500, the Sheikh Rashid Hall in Dubai was awash with high-decibel applause and overwhelming love for one's mother tongue last week as *Sindhyaat Jo Saddu* (meaning 'the call of Sindhi culture') saluted a language which research shows to be almost 1,000 years old. The wake-up call to reconnect with one's roots by speaking one's mother tongue was the key message conveyed through drama, passionate songs and graceful dance performances put on by local youth.

Singers Shehla Gul and father-son duo Raj and Kishin Juriani belted out melodious love songs at the event. The hallmark of the programme however was a one-act play put on by The Vision Sindhu Children Academy of Ahmedabad, India.

At the event, Asha Chand, the organiser and anchor lady of the programme, commented on her newly produced telefilms.

"Language is the key to maintaining one's culture and heritage," she said. "For the past 15 years I have adopted the medium of entertainment to convey my message in a subtle and fun filled manner. TV is particularly the most effective medium as it reaches the homes of people. Hearing your mother tongue through tele-serials keeps you in touch with the language and culture.

"On the other hand, entertainment events enable me to reach out to the youth and envelop them in a happy ambience of dance and drama so that they are inspired to speak their language with pride," added Asha.



G. Wahbi with Mohan Jashanmal



Rishita Khemani and Shehla Gul

Photos: Mohamad Mustafa Khan, Supplied, Shihab



L. Kewlani, Asha Chand and Kamlesh Moorjani



Dinesh and Mausn Amarnani



Deepak, Suresh, Jai, Sagar and Ravi