

High Commission of India
Kuala Lumpur

Press Release

Confluence: Samagam – Language Lecture Series

Preservation & Propagation of Telugu Language in Malaysia

High Commission of India, Kuala Lumpur and Netaji Subhas Chandra Bose Indian Cultural Centre (NSCBICC) organised “**Confluence: Samagam- Language Series**” on Telugu language, on Saturday, 25 May 2024 at NSCBICC premises in Kuala Lumpur.

2. The event was the second in Indian Languages’ Series organized by the High Commission of India and NSCBICC. The first event in the Language series was launched on 27 April 2024 with the Punjabi language.

3. Dato’ B Sahadevan, Managing Director, National Land Finance Co-operative Society, Malaysia graced the occasion as Chief Guest. Delivering the key note address on the occasion, Dato’ B Sahadevan lauded the efforts of High Commission of India in organizing the lecture series. He also shared that the lecture series platform would enable the ethnic groups to widely propagate their respective language. YB Ganapatirau Veraman, Member of Parliament, Klang and Datuk Dr Achaiah Kumar Rao, Advisor, Telugu Association of Malaysia (TAM) joined the event as special guests and addressed the gathering.

4. Speaking on the occasion, High Commissioner of India to Malaysia, H.E.Mr.B.N.Reddy conveyed his appreciation to the members of Telugu Association of Malaysia, Malaysia Telugu Foundation and the other Telugu Associations, Telugu Language Centres, schools for partnerning with the High Commission of India in organizing the lecture series. He also highlighted the efforts and contribution of TAM Academy in Rawang for propagating Telugu Language in Malaysia.

5. Prominent Telugu language scholars and academicians including Dr.S.Vengkata Pratap, President, Telugu Association of Malaysia, Mr Appanna A Naidu, Mr Atchutha Ramaiah Jogulu, Mr Ramulu Sannasi, Mr Applanaidu Akiah, Mr Subbramaniam Ramasamy, Dr Malini Ramanan made presentations on diverse topics. The topics covered included Telugu

Diaspora in Malaysia, Milestones in Telugu Language Preservation and Propagation in Malaysia during the 20th Century, Preservation of Telugu Language in Pre-Independence Period in the Malaya, Establishment of Telugu schools in Malaysia, Efforts of Telugu Academy of Malaysia in preserving Telugu Language, Rural-Urban Migration of Telugus from 1960s' to 2000 and Role of women in preserving and propagating Telugu Language. Telugu students from the Telugu Language Centres in Malaysia shared their experience of learning the language.

6. Eminent professors from Potti Sriramulu Telugu University, Hyderabad and Bangalore Telugu University joined the occasion and were felicitated by Telugu Association of Malaysia for their contribution towards Telugu Language promotion in Malaysia.

7. A bhagawadam recitation, a kuchipudi dance performance by students of Telugu Association of Malaysia and an exhibition showcasing the history and heritage of Telugus and Telugu language in Malaysia were also organized as part of the event.

8. The event was attended by over 140 members from prominent Telugu associations, TAM Academy, Members of GOPIO and Malaysia India Heritage Society, Members of Media and Officials from High Commission of India and Netaji Subhas Chandra Bose Indian Cultural Centre.

28 May 2024
Kuala Lumpur
