



### **KERALA PIRAVI CELEBRATION 2024-2025**

The Kerala Piravi Celebration for the academic year 2024-2025 took place on the 1st of November, 2024, at 2:30 pm in the BIMS Seminar Hall, marking the 68th birthday of Kerala in association with the Department of Malayalam and IQAC of BIMS college. The event witnessed enthusiastic participation from both students and faculty members of BIMS College, reflecting a deep appreciation for Kerala's rich culture and heritage.

The programme commenced with a Welcome Speech by Aleena K G, a first-year B.Com student, who extended a warm greeting to the dignitaries, faculty, and fellow students. Her address captured the spirit of Kerala Piravi, celebrating Kerala's identity, language, and heritage.

The Presidential Address was delivered by Fr. Benjamin OIC, Manager of Bethany Group of Institutions. He spoke eloquently about Kerala's legacy, its social progress, and the sense of unity that binds the people of the state. His words inspired pride and encouraged students to honor their roots while embracing modernity.

Dr. C. L. Joshy, Principal of BIMS College, gave the Keynote Message, emphasizing the significance of Kerala Piravi in the lives of Keralites. He shared insights on Kerala's advancements in education, health, and culture, encouraging students to contribute positively to the state's development.

The Inauguration of the celebration was conducted by Fr. Joseph Ramban OIC, Director of Bethanya Bhavan, Kuzhimattom. Fr. Joseph expressed his pride in Kerala's achievements and motivated students to uphold and promote Kerala's traditions and values in their lives.

A highlight of the programme was the Expert Talk on "New Media Culture and Malayalam" by Dr. Krishnakumari, former Principal of Sree Keralavarma College, Thrissur. Dr. Krishnakumari explored the impact of digital media on Malayalam language and culture, reflecting on the need to balance technological advancement with cultural preservation. Her talk

was insightful and thought-provoking, leaving a lasting impression on the audience.

Following the expert talk, Arnold Stallone M Salamon, the BIMS Students Union Chairman, gave a Felicitation Address, expressing gratitude to the guests and faculty for organizing the event. He emphasized the importance of celebrating Kerala Piravi to keep the cultural heritage alive among the youth.

The celebration concluded with a Vote of Thanks by Sayana Santhosh, BIMS Students Union Joint Secretary, who extended heartfelt gratitude to all dignitaries, faculty members, and students for their active participation and contribution to the event's success.

As a fitting finale to the celebration, students of BIMS College organized a ramp walk that showcased Kerala's traditional attire and cultural elements, adding a vibrant and festive touch to the Kerala Piravi celebration. The event was a memorable tribute to Kerala's rich legacy, instilling pride and joy in the attendees.

This report captures the highlights of the Kerala Piravi Celebration 2024-2025, a memorable event that celebrated Kerala's culture, language, and identity, uniting students and faculty in appreciation of their heritage.





