

**Oxford Bookstore Celebrates Urdu with
*AADAAB: CELEBRATING URDU***

New Delhi, April 28, 2018: Conceptualized and curated by New Delhi's iconic Oxford Bookstore, "Aadaab: Celebrating Urdu" was organized to celebrate the love, beauty and versatility for Urdu. The celebratory event rejoicing and celebrating the language was packed with interesting panel discussions, poetry and musical performances. Aadaab, an initiative by Oxford Bookstores was curated with an aim to showcase the richness of the language, besides bringing a diverse Urdu and Non Urdu speaking audience, together, to celebrates Urdu heritage and culture.

The day long symposium started with a session by founder of Paegham, Navaid Hasan moderating a discussion titled "Hum Kalam", which highlighted the simple yet much needed dialogue on conversing together especially in Urdu, which is slowly diminishing from usage in everyday discourse. The introductory note was followed by varied sessions comprising renowned Urdu speakers, poets, authors and delegates like Heena Kausar, Azhar Iqbal, Rana Safvi, Fouzia Dastango, Dr. Urshila Chanana to name a few. Going forward the programme also presented sessions which discussed the origin of Urdu in India around Delhi and how the language was heavily influenced by Arabic and Persian, as well as Turkish.

The event was divided into sessions comprising sessions on Urdu literature, poetry, musical and cultural performances which included Musical renditions by Rene Singh and Manu Sikander Dhingra .While Rene Singh sang beautiful nazms from Dr. Urshila Chanana's book on Urdu Hindustani Poetry, Nuqta e Nazar , Manu Sikander collaborated with Rene Singh to perform in the session "Kuch Qisse Kuch Nazme saluting Kaifi Azmi directed by Danish Iqbal. The programme also showcased a very beautifully curated Mushaira titled Bazm E Khayal with performers Gouri Chug, Tasneef Haidar, Vikas Sharma Raaz, Vipul Kumar moderated by Azhar Iqbal.

Other prominent panelist of the event were Aquib Sabir, Imtiyaz Khan, Asiya Zahoor, Harris Qadeer, Ayesha Manira, Sanaya, Tasheef Haider, Heena Kausar and Tanzil Rahman.

Aadaab was presented in collaboration with Paegham, an organisation devoted to showcasing India's rich cultural heritage and bringing it to the forefront of public imagination. The organisation also conducts free heritage walks showcasing various aspects of India's history and culture.

About Oxford Bookstores:

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