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## East West University Celebrates Pahela Baishakh 1433



East West University (EWU) celebrated the Bengali New Year, Pahela Baishakh 1433, with great enthusiasm and a wide array of colorful programs on its campus in Aftabnagar, Dhaka, on 14 April 2026. The day-long celebration featured a vibrant rally, cultural performances, and a traditional Baishakhi Mela.

The festivities began with a colorful rally organised by East West University Club for Performing Arts (EWUCPA). This was followed by a soulful performance of choral songs and a play at the university courtyard by the renowned cultural organization 'Chhayanaut.' The excitement escalated as the popular band 'Chirkutt' took the stage, performing several of their hit songs. In the afternoon, students from the EWUCPA showcased their talents through captivating dance and musical performances. The event ended with a powerful performance by the acclaimed band 'Meghdol,' which concluded the day's celebrations.

Throughout the day, a traditional 'Baishakhi Mela' was held on the university premises, featuring stalls with diverse ethnic food, traditional clothing, jewelry, and cosmetics, attracting a large crowd of visitors.

These events were graced by the presence of Professor Dr. Mohammed Farashuddin, Chairperson of the Board of Trustees, EWU; Professor Dr. Shams Rahman, Vice Chancellor; Professor Dr. Ashik Mosaddik, Pro-Vice Chancellor; Air Cdre (Retd.) Ishfaq Ilahi Choudhury, Treasurer, Deans, Chairpersons, faculty members, officials, and thousands of students also participated in the festivities.