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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 through a wide range of colourful programmes 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 colourful rally organised by the East West University Club for Performing Arts (EWUCPA). This was followed by a performance of choral songs and a play at the university courtyard by the renowned cultural organisation Chhayanaut.

The excitement grew further as the popular band Chirkutt took the stage and performed several of its hit songs. In the afternoon, students of EWUCPA showcased their talents through dance and musical performances.

The event concluded with a performance by the acclaimed band Meghdol, bringing the day's celebrations to a close.

Throughout the day, a traditional Baishakhi Mela was held on the university premises, featuring stalls offering ethnic food, traditional clothing, jewellery and cosmetics, which attracted a large number of visitors.

The অনুষ্ঠানে were present Chairperson of the Board of Trustees of EWU Prof Dr Mohammed Farashuddin, Vice-Chancellor Prof Dr Shams Rahman, Pro-Vice-Chancellor Prof Dr Ashik Mosaddik, Treasurer Air Cdre (retd) Ishfaq Ilahi Choudhury, deans, chairpersons, faculty members, officials and thousands of students.

I can also make this more newsroom-ready with a sharper intro while keeping the full length.