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EWU marks Pahela Baishakh 1433 with cultural extravaganza



East West University (EWU) welcomed the Bengali New Year, Pahela Baishakh 1433, with a day of spirited festivities on its Aftabnagar campus in Dhaka on April 14, 2026.

The celebration brought together students, faculty, and visitors for a colorful rally, an impressive lineup of cultural performances, and a traditional Baishakhi Mela that highlighted the richness of Bengali heritage.

The event opened with a lively procession organized by the East West University Club for Performing Arts (EWUCPA), setting the tone for a day of artistic expression and community engagement. This was followed by a moving program of choral music and a theatrical presentation staged in the university courtyard by the renowned cultural organization Chhayanaut, drawing strong appreciation from the audience.



The momentum continued as the popular band Chirkutt performed a series of hit songs, energizing the campus atmosphere. In the afternoon, students affiliated with EWUCPA showcased their creative talents through dance and musical performances, reflecting the university's strong commitment to nurturing cultural diversity alongside academic excellence.

The celebrations concluded with a powerful performance by the acclaimed band Meghdol, bringing the day to a memorable close.

Throughout the program, a traditional Baishakhi Mela was held on the premises, featuring stalls offering a wide range of ethnic food, traditional clothing, jewelry, and cosmetics. The fair attracted large crowds and served as a vibrant platform for cultural exchange and community interaction.

The festivities were attended by prominent university leaders, including Professor Dr. Mohammed Farashuddin, Chairperson of the Board of Trustees; Professor Dr. Shams Rahman, Vice Chancellor; Professor Dr. Ashik Mosaddik, Pro-Vice Chancellor; and Air Cdre (Retd.) Ishfaq Ilahi Choudhury, Treasurer.

Deans, chairpersons, faculty members, officials, and thousands of students also participated, making the celebration a unifying showcase of cultural pride and campus spirit.