

# THE HINDU

News Update Service

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## **BMM to honour Asha Bhosle**

Mumbai (PTI): Legendary playback singer Asha Bhosle will be honoured with the "Vishwa Gaurav Puraskar" instituted by the Brihan Maharashtra Mandal (BMM), USA during its 14th convention to be held in Philadelphia in the first week of July.

The announcement to this effect was made by Mukund Kute, president of the Philadelphia Marathi Mandal, host of the three-day convention beginning from July 3, at a press conference here on Friday, which was attended by Bhosle herself.

She said the honour was special because it has been conferred upon her by Maharashtrians settled outside the country. Asha also expressed satisfaction that the Maharashtrian community settled in the United States was preserving Marathi culture and tradition.

She said during her last visit to Philadelphia ten years ago, she noticed apathy towards Marathi by the younger generation unlike Bengalis and Gujarathis who strive to preserve their roots in a foreign land. Hindi cinema has brought the younger generation of Indian origin closer to the land of their parents' origin.

"They have learnt to speak and understand Hindi and through the films they have started understanding Indian culture and tradition," she observed. Kute agreed that it was Bollywood, which influenced the second generation Indian-Americans and brought them closer to India.

"Our children are now wearing Indianness on their sleeves. BMM and its associate branches all over the US is working hard to preserve Marathi language and culture among the second generation," he added.