Sub: Language learning initiative under Ek Bharat Shreshtha Bharat Programme as part of the Azadi Ka Amrit Mahotsav.

Ref: DO No. 11018/02/2019-EBSB Dt. 04.12.2021 of Secretary, Ministry of Education, Department of Higher Education.

Please find enclosed herewith a copy of DO No. 11018/02/2019-EBSB dated 04.12.2021 received from Shri K. Sanjay Murthy, Secretary, Ministry of Education, Department of Higher Education on the above cited subject, for information & compliance.

Ek Bharat Shreshtha Bharat Programme launched by Hon’ble PM seeks to promote bonding between people of diverse cultures across different regions of the country. Learning each others’ language is an important part of building this bond. In order to help people acquire basic conversational ability in languages other than one’s mother tongue, Ministry of Education has launched a mobile app called “Bhasha Sangam” having more than 100 sentences of common usage, both in text and audio format, in 22 Indian languages. People can learn these sentences, test themselves and generate online certificates. The app has been developed for both –Android and iOS platforms.

In addition to above, another mobile app- EK Bharat Shreshtha Bharat Quiz app has also been launched. It is a fun way to learn about the different states of India. The link for the two apps is shared below:-

**Bhasha Sangam**

**Quiz Game App**

In order to make Ek Bharat Shreshtha Bharat as well as Azadi Ka Amrit Mahotsav a huge success it is requested to encourage people to download and use the apps and to popularize the two apps among all the officials & other stakeholders connected to your organization so that maximum number of people could participate in this initiative.
Dear Madam/Sir,

I am writing to you in connection with a language learning initiative that this Ministry has undertaken under Ek Bharat Shreshtha Bharat programme as part of the Azadi Ka Amrit Mahotsav. You are probably aware that EBSB programme launched by Hon'ble Prime Minister seeks to promote bonding between people of diverse cultures across different regions of the country. Learning each others' language is an important part of building this bond.

2. In order to help people acquire basic conversational ability in languages other than one's mother tongue, this Ministry has launched a mobile app called Bhasha Sangam. This App has more than 100 sentences of common usage, both in text and audio format, in 22 Indian languages. People can learn these sentences, test themselves and generate online certificates. The app has been developed for both Android and iOS platforms.

3. During the AKAM period we aim to teach 100 sentences in an Indian language other than one's mother tongue to at least 75 lakh people. In addition to the above, another mobile app - Ek Bharat Shreshtha Bharat Quiz app has also been launched. It is a fun way to learn about the different states of India.

4. The link for the two apps is shared below:

   Bhasha Sangam
   iOS AppStore link: https://apps.apple.com/in/app/bhasha-sangam/id1580432719
   Quiz Game App

5. Your cooperation is solicited for popularizing the two apps among all officials & other stakeholders connected with your organization so that maximum number of people participate in this initiative. I request your personal intervention to encourage people to download and use the apps and make Ek Bharat Shreshtha Bharat as well as Azadi ka Amrit Mahotsav a huge success.

   With regards,

   Yours sincerely,

   (K. Sanjay Murthy)

Secretaries of all Ministries/Departments
VCs / Directors of all CFHEIs