

F. No. 11018/02/2019-EBSB(Pt.I)
Government of India
Ministry of Education
Department of Higher Education
EBSB Cell

Shastri Bhawan, New Delhi
Dated the 28th October, 2022

To

The Heads of all the HEIs
(through respective Bureau Heads)

Subject: Popularising Bhasha Sangam mobile app, a language learning initiative under Ek Bharat Shreshtha Bharat– reg.

Sir

I am directed to refer to this Ministry's DO letter no. 11018/02/2019-EBSB dated 4th December, 2021 on the subject mentioned above and to say that in order to help people acquire basic conversational ability to promote bonding among people of diverse cultures across different regions of the country a mobile app "Bhasha Sangam" has been launched in 2021. The links of the app are shared as below:

Google Playstore link:

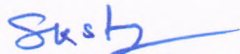
https://play.google.com/store/apps/details?id=com.multibhashi.mygov.mygov_app&hl=en&gl=IN

iOS AppStore link: <https://apps.apple.com/in/app/bhasha-sangam/id1580432719>

2 You are requested to direct the SMCs to promote the App through Social Media platforms of respective Institution for broader public participation to ensure the initiative huge success.

Yours faithfully

Encl.: As above.


(Sudhira Kumar Samantaray)
Deputy Secretary to the Govt. of India
Phone: 011 - 23073185

Copy to: All the Social Media Champions (SMCs)

के. संजय मूर्ति, भा.प्र.से
सचिव

K. SANJAY MURTHY, IAS
Secretary

Tel. : 011-23386451, 23382698

Fax : 011-23385807

E-mail : secy.dhe@nic.in



भारत सरकार
Government of India
शिक्षा मंत्रालय

Ministry of Education
उच्चतर शिक्षा विभाग

Department of Higher Education
127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001
127 'C' Wing, Shastri Bhawan, New Delhi-110 001
DO No. 11018/02/2019-EBSB

4th December, 2021

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 ones 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

GooglePlaystore link: https://play.google.com/store/apps/details?id=com.multibhashi.mygov.v.mygov_app&hl=en&gl=IN

iOS AppStore link: <https://apps.apple.com/in/app/bhasha-sangam/id1580432719>

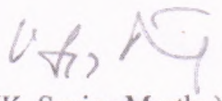
Quiz Game App

Google Playstore link: <https://play.google.com/store/apps/details?id=com.nazara.ebsbquiz>

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