



PHARMACY COUNCIL OF INDIA

(Constituted under the Pharmacy Act, 1948)

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New Delhi – 110 020

Circular

14 JAN 2022

Ref No. 10-1/2020-PCI | 6585

To all Institutions (D.Pharm, B.Pharm, Pharm.D) approved by PCI –

- u/s 12 of the Pharmacy Act, 1948
- conduct of course.

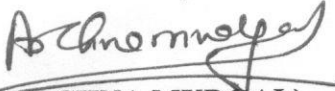
Sub: Language learning initiative under Ek Bharat Shreshtha Bharat Program of Ministry of Education-reg.

Sir/Madam,

With reference to the subject cited above, please find attached herewith the Letter No. Z-28015/43/2021-Estt.-I dt.11.12.2021 as received from the Ministry of Health & Family Welfare alongwith its enclosures. The same is self explanatory.

You kind support is solicited in the matter.

Yours faithfully


(ARCHANA MUDGAL)

Registrar-cum-Secretary

No. Z-28015/43/2021-Estt.-I
Government of India
Ministry of Health & Family Welfare
Department of Health & Family Welfare

Nirman Bhawan, New Delhi.

Date 11/12/2021

OFFICE MEMORANDUM

Subject: Language learning initiative under Ek Bharat Shreshtha Bharat programme of M/o Education – reg.

The undersigned is directed to refer to D.O. letter dated 04.12.2021 (copy enclosed) received from Ministry of Education on the subject cited above forwarding therein link for the **Bhasha Sangam** and **Quiz Game** apps designed to help people acquire basic conversational ability in languages other than one's mother tongue.

2. You are requested to participate in the initiative by using the said apps to learn languages other than one's mother tongue and make **Ek Bharat Shreshtha Bharat** programme as well as **Azadi Ka Amrit Mahotsav** programme a huge success.

Encl.: As above

Digitally Signed by K
Venkatesan

Date: 11-12-2021 21:08:17

Reason: Approved

(K. Venkatesan)
Under Secretary to the Govt. of India

Tel: 2306 3514

To

All officers/officials of Ministry through e-office portal.

क. सजय मूर्ति, का प्र से
सचिव

K. SANJAY MURTHY, IAS
Secretary

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सत्यमेव जयते

भारत सरकार
Government of India
शिक्षा मंत्रालय

Ministry of Education
उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-11
127 'C' Wing, Shastri Bhawan, New Delhi-11
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,

Secy. O/F
AS(H)

(K. Sanjay Murthy)

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