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Bhasha Certificate Selfie campaign



What's in the news?



सत्यमेव जयते

Ministry of Education
Government of India

The **Ministry of Education** **launched** a campaign 'Bhasha Certificate Selfie to encourage cultural diversity and promote multilingualism and to foster the spirit of Ek Bharat Shreshtha Bharat.

Bhasha Certificate Selfie initiative aims to **promote Bhasha Sangam mobile app**, developed by Ministry of Education and MyGov India.



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Using the app, people can learn 100+ sentences of daily use in as many as 22 scheduled Indian languages.



The initiative, under the aegis of Ek Bharat Shreshtha Bharat will aim to ensure that people acquire basic conversational skills in Indian languages. To achieve this, a target of 75 lakh people acquiring basic conversational skills has been set.



75 LAKH



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The 'Bhasha Certificate Selfie' initiative is encouraging people to upload their selfie with the certificate from their social media accounts using the hashtag #BhashaCertificateSelfie.

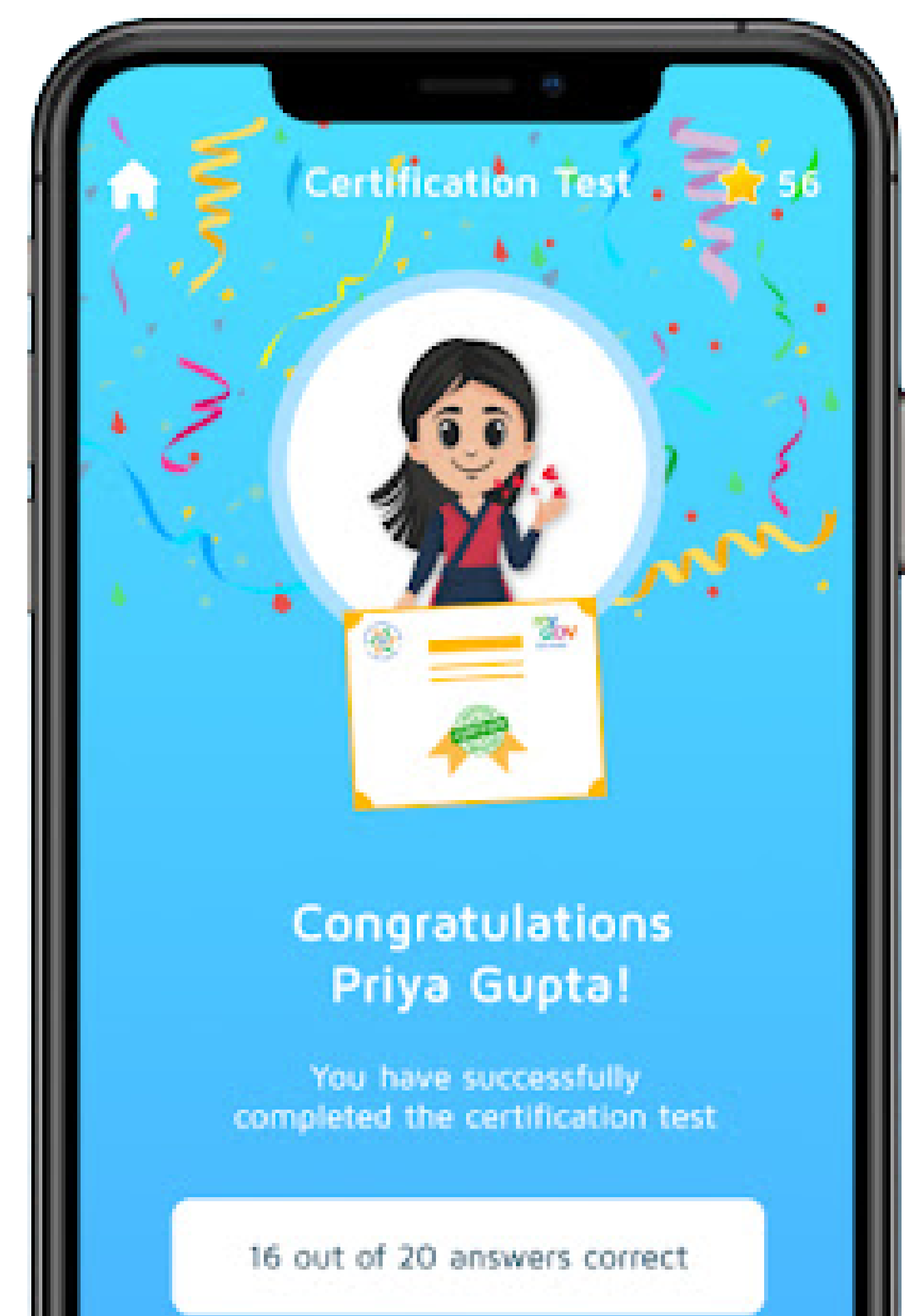
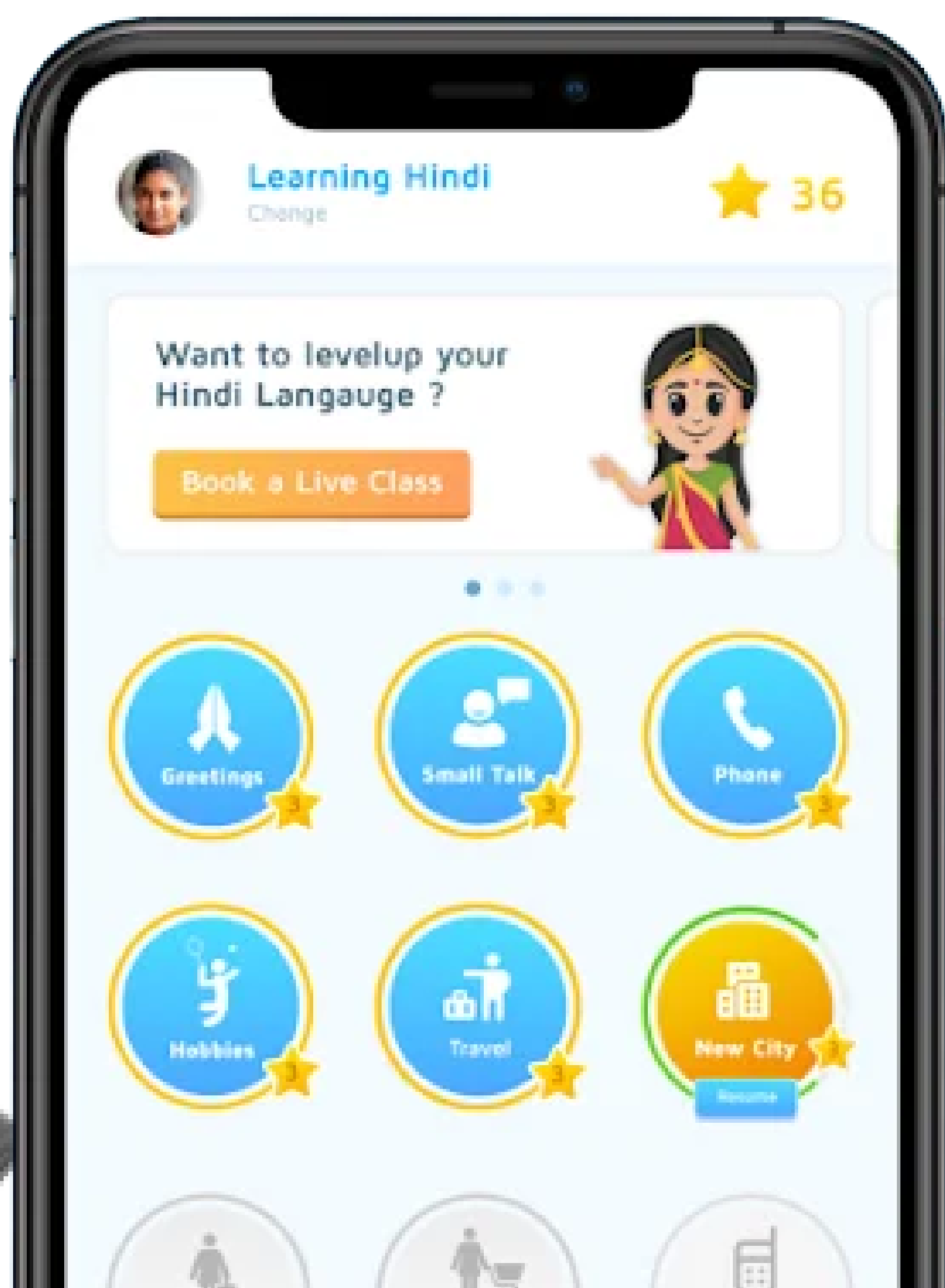


#BhashaCertificateSelfie



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To receive a certificate authorized by Ministry of Education, a user needs to download the mobile app, available in both Android and iOS versions, select any language from 22 scheduled Indian languages, finish all the levels, give a test and earn a certificate.

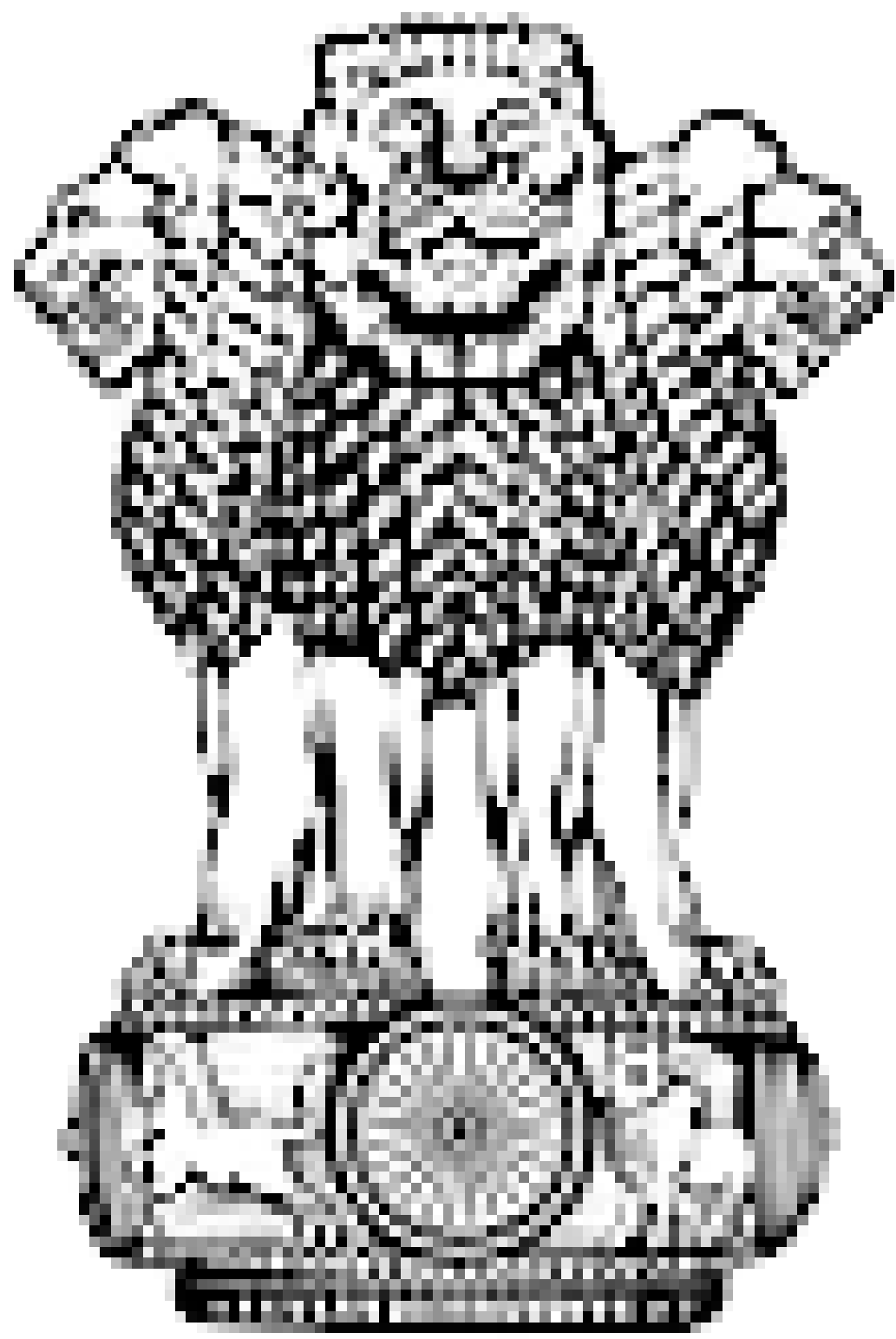




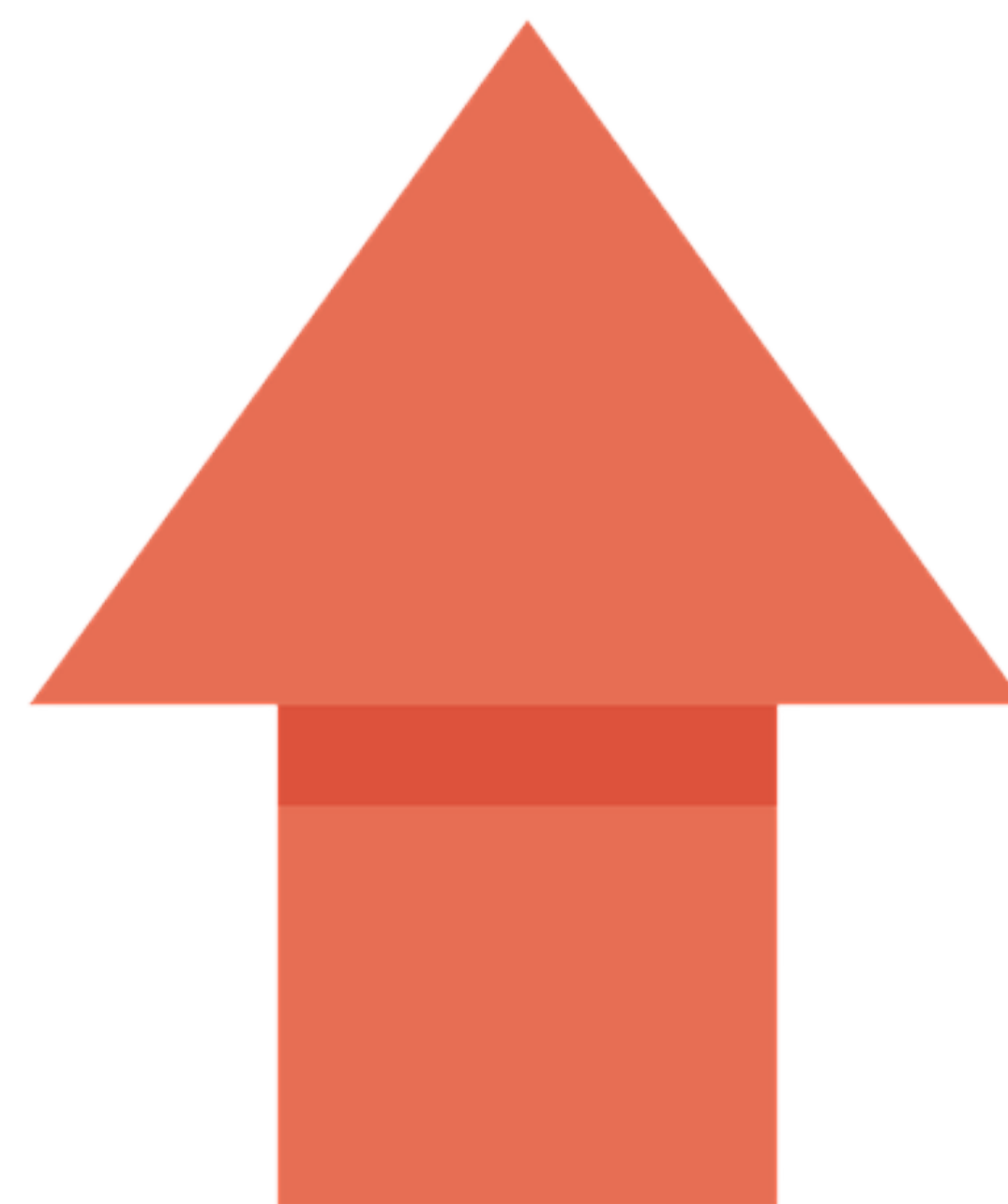
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Bhasha Sangam mobile app was launched by Minister of Education and Skill Development Shri Dharmendra Pradhan while commemorating Rashtriya Ekta Diwas which is celebrated on October 31 every year to mark the birth anniversary of Sardar Vallabhbhai Patel.

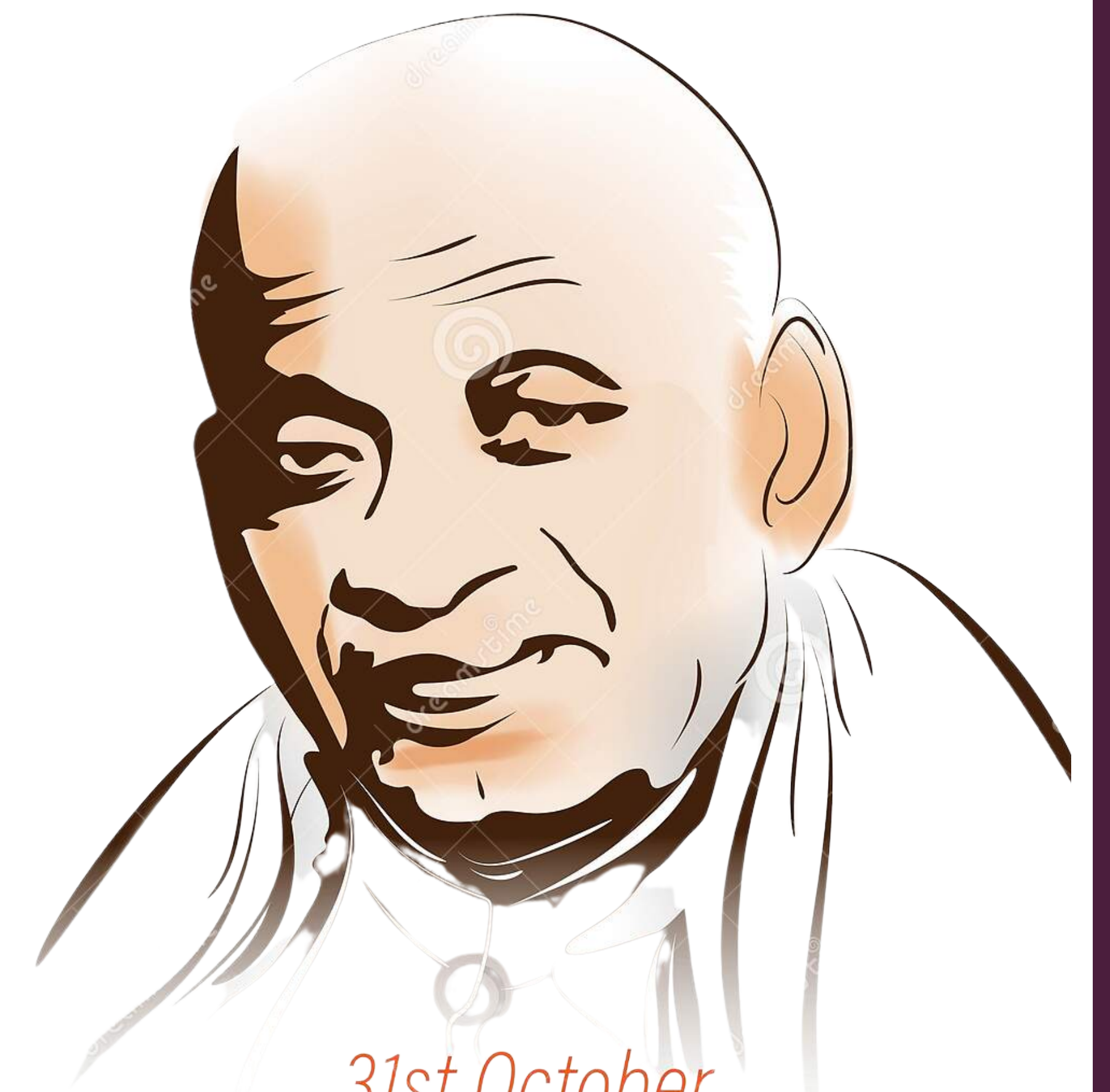
Bhasha Sangam mobile app



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**Minister of Education and
Skill Development**



31st October
Vallabhbhai Patel
Jayanti



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Reference:

<https://pib.gov.in/PressReleasePage.aspx?PRID=1801102>