

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

Shastri Bhawan, New Delhi

Dated the 4th August, 2020

OFFICE MEMORANDUM

Subject: Increasing people's participation in Aaj ka Vakya as a language learning initiative under Ek Bharat Shreshtha Bharat – reg..

The undersigned is directed to refer to the subject mentioned above and to say that language learning is an important activity under Ek Bharat Shreshtha Bharat. In this context, we had shared a set of 100 sentences compiled by NITI Aayog, of which one sentence per day was being shared on EBSB's social media handles. Now, another set of 100 sentences has been prepared and will be shared on the website.

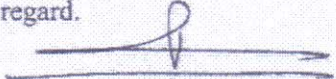
2. In order to increase the scope of people's participation, it has been decided to take the following steps:

i. Students may be asked to make videos of themselves reciting these sentences and upload them on their accounts using hashtags - #AajKaVakya and #EkBharatShreshthaBharat. Good videos to be retweeted/reshared from EBSB handles.

ii. Students/faculty may upload videos on their official social media handles which can be retweeted/reshared from EBSB handles.

iii. The institutes can email the videos to official EBSB email ID so that the selected videos may be uploaded on the website under a new section - 'Students Speak' of Aaj Ka Vakya. Such videos may also be uploaded in the mobile app being developed by MyGov and featured there.

3. All the concerned Bureau Heads/ AICTE/ UGC/ RUSA are, therefore, requested to ask Institutions under their administrative control to take necessary action in this regard.


4/8/2020
(Pandey Pradeep Kumar)

Under Secretary to the Government of India

To

1.	Sh. Rakesh Ranjan, Additional Secretary
2.	Dr. Chandra Shekhar Kumar, JS (IISER)
3.	Sh. Madan Mohan, ADG (Statistics)
4.	Sh. Madhu Ranjan Kumar, JS (DL & Admn)
5.	Smt. Kamini Chauhan Ratan, JS (HE)
6.	Sh. Sanjay Kumar Sinha, JS (Mgt. & ICR)
7.	Sh. G.C.Hosur, JS (CU)

Contd./..

8.	Chairperson, AICTE with the request to issue necessary directions to AICTE approved Institutions
9.	Secretary, UGC with the request to issue necessary directions to UGC recognized Institutions
10.	National Project Coordinator, RUSA with the request to issue necessary directions to RUSA funded Institutions