

EDN-HE (21) F (4) 01/2024-Abhiyan

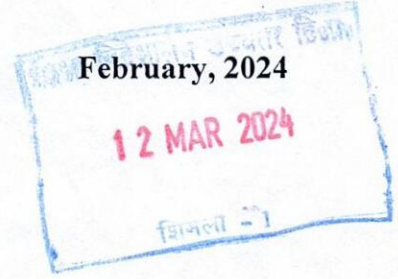
Directorate of Higher Education
Himachal Pradesh

Dated: Shimla-171001 the

February, 2024

To


All the Deputy Directors of Higher Education,
Himachal Pradesh



Subject:- Regarding e Jaadui Pitara (e-JP) launched by Government of India.


Please find enclosed herewith a copy of letter No. EDUB-F0 10/8/2023 dated 28th February, 2024 alongwith its enclosures received from the Secretary (Education) to the Government of Himachal Pradesh on the subject cited above.

In this context, it is intimated that on the Occasion of the inaugural ceremony of the World Book Fair 2024 on 10th February, 2024, the e Jaadui Pitara (e-JP) was launched by the Hon'ble Education Minister. This digital Jaadui Pitara complements the physical Kit, offering even more ways to nurture young minds through play, e-JP is an app initially developed for Android users alongwith browser access at <http://ejaaduipitara.ncert.gov.in>. The list of links to material (video/audio) which can be used to promote e-JP is enclosed herewith. You are therefore, directed to circulate the same amongst all the Heads of Educational Institutions under your control and also direct all the Heads of Educational institution to aware / motivate the teachers/parents & students to download this app.


Director of Higher Education
Himachal Pradesh, Shimla-1

Endst. No. Even dated Shimla-171001 the February, 2024
Copy for information and necessary action to:-

1. The Secretary (Education) to the Government of Himachal Pradesh, w.r.t his letter refer above.
2. The Principal SCERT, Solan for information and further necessary action.
- ✓ 3. The Technical Officer (Computer/IT Cell), Directorate of Higher Education, Himachal Pradesh with the request to upload the same on Departmental web site.
4. Guard file.


Director of Higher Education
Himachal Pradesh, Shimla-1

No.EDUB-F010/8/2023
Government of Himachal Pradesh
Department of Higher Education

Yes
2/3/24

(23)

F.S. Cell 1 DHE...	109822
29 FEB 2024	
Branch	General

From

The Secretary (Education) to the
Government of Himachal Pradesh

To

✓ The Director, Higher Education,
Himachal Pradesh, Shimla-171001

Dated Shimla-171002, the

28/02/2024.

Subject:- Regarding e Jaadui Pitara (e-JP) launched by Government of
India.

Sir,

I am directed to enclose herewith a photocopy of D.O.letter No.
11-22/2023-INS-4 dated 21-02-2024, as received from Secretary,
Government of India, Ministry of Education, Department of School
Education & Literacy New Delhi on the subject cited above and to request
you to examine the matter and take necessary action under intimation to
quarter concerned as well as to this department.

Yours faithfully,

AS
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(Anil Sharma)

Under Secretary (Hr.Edu.) to the
Government of Himachal Pradesh.

Sh. Ritu

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संजय कुमार, भा.प्र.से
सचिव

Sanjay Kumar, IAS
Secretary



सत्यमेव जयते

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27/2/24

भारत सरकार
शिक्षा मंत्रालय

स्कूल शिक्षा और साक्षरता विभाग

Government of India

Ministry of Education

Department of School Education & Literacy

D.O. No. 11-22/2023-INS-4

21st February, 2024

Dear Colleagues,

On the occasion of the inaugural ceremony of the World Book Fair 2024 on 10th February, 2024, the e Jaadui Pitara (e-JP) was launched by the Hon'ble Education Minister. The e-JP is an integration of the latest technology with play-based pedagogy and a way to disseminate the learning of Jaadui Pitara and it transcends beyond the four walls of the classroom.

2. This digital Jaadui Pitara complements the physical kit, offering even more ways to nurture young minds through play. The stakeholders involved are teachers/educators, parents, etc.

3. e-JP, in alignment with the NEP 2020, is an app initially developed for Android users along with browser access at <https://ejaaduipitara.ncert.gov.in/>. In due course of time, e-JP shall be available for iOS users also. The app currently has more than 1,000 stories in different languages.

4. This website and mobile app is packed with fun and engaging content in multiple languages, including activities, songs, riddles, stories and lullabies. e-JP has content relevant to specific user needs or interests, enhancing their experience and clear navigation systems within each section allow users to move around smoothly and access desired information quickly.

5. Using Artificial Intelligence, it comprises of three bots, viz.,
a) **Katha Sakhi**: Your storyteller Buddy, bringing magical tales to life;
b) **Teacher Tara**: A guide for educators, offering tips and resources; and
c) **Parent Tara**: A supportive companion for parents, providing guidance and fun activities.

6. The launch of e-JP may be disseminated to all parents, teachers, educators, DIETs and SCERTs and other stakeholders. They may be encouraged to download the app and make full use of the available literature and content. The content on the app will grow with time and be enriched by thousands of such stories, activities, etc, soon. This will

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help to inculcate FLN competency and ultimately reach the designated Learning Outcome (LO) as mentioned in NCF-FS.

7. e- JP's IVRS interface/ Toll free no. 18002120173 / 15108 ensures inclusivity as it can be used with feature phones, i.e. computer or a smartphone is not required. Anyone can dial for a story or an activity idea!

8. I am enclosing herewith the list of links to material (video/audio) which can be used to promote e-JP. Further, I am also enclosing links from where e-JP can be accessed/ downloaded.

Best Wishes

Yours sincerely,

B21/2/2024
(Sanjay Kumar)

To

1. Additional Chief Secretary/ Principal Secretary/Secretary (School Education) of all States and UTs.
2. Commissioner/Director/SPD (School Education), Director (SCERT) of all States and UTs.
3. Chairperson, CBSE.
4. Chairperson, NCTE.
5. Commissioner, KVS.

Enclosure:

List of dissemination links related to e-Jaadui Pitara:

1. Promo Video of e-Jaadui Pitara 1: <https://youtu.be/N9gWJaFsSRU>
2. Promo Video of e-Jaadui Pitara 2: <https://youtu.be/bFnDb33OMbO>
3. e-Jaadui Pitara Audio Jingle 1: <https://youtu.be/K9bpLXoqrvAe>
4. e-Jaadui Pitara Audio Jingle 2: <https://youtu.be/Hwj5pZPCWtQ>
5. e-Jaadui Pitara jingle 3: <https://youtu.be/q0KSSnZ7wIA>

Links to download e-JP:

1. Google Play Store:
<https://play.google.com/store/apps/details?id=in.gov.myjp.app>
2. Telegram Bot: https://t.me/eJaaduiPitara_bot
3. WhatsApp Bot:
https://api.whatsapp.com/message/HEBTXZUOJZBLK1?autoload=%20&app_absent=0