



10 | Bridging language barriers: The impact of the digital India Bhashini Mission



Bhashini and Deloitte collaborate for impactful progress at Ārohana: Growth with Impact

Digital India Bhashini Mission was launched by Prime Minister Shri Narendra Modi in 2022. BHASHINI is an AI-powered language translation platform, bridging the literacy, language and digital divides. Bhashini is redefining communication through innovative voice and text solutions. Its mission is to make language and technology accessible to everyone by providing voice-first multilingual solutions that enable seamless communication. Bhashini also hosts one of the largest co-creation AI platforms, fostering collaboration and innovation.

Bhashini and Deloitte signed an MoU during *Ārohaṇa: Growth with Impact*. This collaboration aims to work with central and state governments to improve citizen experiences and engage private sector companies across sectors such as BFSI, consumer and retail to enhance customer and employee experiences.

Amitabh Nag, CEO, DIBD, shared that the Bhashini platform is constantly being enhanced. India, with its rich linguistic diversity and ancient languages spanning thousands of years, can significantly benefit from Bhashini in overcoming language barriers and addressing communication challenges.

Aditya Sudhindranath, Partner, Deloitte India, spoke about Bhashini and described it as a remarkable solution for tackling complex challenges collaboratively. For instance, it can significantly assist migrant workers who are trying to book tickets or order gas

cylinders online in their native languages, helping them become more comfortable with technology. Furthermore, he highlighted the potential impact of integrating the DIKSHA (Digital Infrastructure for Knowledge Sharing) platform with Bhashini, which could greatly enhance the learning experience for students.

The vision of our strategic collaboration is to ensure that every Indian stakeholder across the country stays connected and that language never becomes a barrier to communication.



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