

## **REKHTA FOUNDATION LAUNCHES ‘ALFAAZ’** **AN ONLINE URDU VOCABULARY COURSE**

To familiarize Urdu language enthusiasts and budding poetry appreciators with the fundamental vocabulary used in Urdu Poetry and conversations, Rekhta Foundation launched its 2nd online learning course, ‘Alfaaz’ by Aamozish (an initiative of Rekhta Foundation for learning and education) for understanding Urdu Poetry better.

“Majority of the people who are enthusiastic towards Urdu poetry and language are the ones whose interests are newfound. The sonic beauty and the discipline of language mesmerize them but their unfamiliarity with Urdu words, the metaphors and the traditions they derive meaning from keeps them from enjoying poetry in its true form. Alfaaz would help such people develop deeper insights into Urdu literature by acquainting them with initially 100 most fundamental words which would be their key to a universe of meanings in poetry. Rekhta plans to include more words into the vocabulary course in near future.” **apprises Mr. Satish Gupta, Head – Programs & Outreach, Rekhta Foundation.**

The online course uses state of the art technology to make Alfaaz interactive and user-friendly. Alfaaz provides a 360-degree understanding of the handpicked words - their literal as well contextual meanings along with grammatical etymology and word usage in couplet examples. The words are divided into 14 categories (the rudimentary ones in Urdu poetry) and each of the 100 words has 4 easy-to-understand steps giving references and detailed explanations. Alfaaz also helps the reader with audio of the words and couplets with their correct pronunciation.

All the words are arranged in a sequence to make learning interesting and easy. One can only move ahead from one category to the next after completing all the words in a category and

attaining the minimum required score in the quiz. There is more into the gamified features including users can track their daily progress, weekly presence, earn points, take quizzes, check real-time ranking, collect badges according to score points and mark their favorite words and couplets.

This announcement comes after the success of Rasm-ul-khat, Rekhta's online Urdu script learning course by Aamozish, taken by over 75,000 people worldwide. Enclosing the core traditions of Urdu literature within the reaches of their meanings, Alfaaz currently has 100 selected words in its repertoire.

Please visit <http://alfaaz.aamozish.com/> for detailed learning experience.

## About Aamozish

*Aamozish is an e-learning initiative by Rekhta Foundation that seeks to promote the Urdu language learning and education.*

### About Rekhta Foundation

*Instituted on May 30, 2012 - a pro bono social impact organization, Rekhta Foundation is devoted towards the preservation and promotion of all the languages and literature of the Indian Subcontinent. The Rekhta ecosphere includes content repository (Rekhta.org, Hindvi.org, Sufinama - the largest language and literature repositories of Urdu, Hindi and Sufism respectively), Preservation - Rekhta virtual library- digitizing and preserving old Hindustani literature and presenting them to public domain, Education –Rekhta Dictionary and Aamozish.com (An online learning portal for Urdu script and language), Publishing (Rekhta Books) and Promotions (Events- Jashn e Rekhta, Rang e Rekhta, Shaam e Rekhta and Raabta).*

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