

**LIQVID** is an apt name for a developer of eLearning Services. The word is an amalgamation of two root words: 'Liquidus' - Latin for 'fluid' or 'flowing', and 'Vid' - Sanskrit for 'to know'. Based out of Noida, LIQVID offers quality learning services that include Custom Content development, Training Design services, Technology Services, and Learning Support Services.

This venture was created by Vivek Agarwal, the founder of egurucool.com. He tasted immense success with his initial venture, egurucool, and used his entrepreneurial skills and experience to create Liqvid; that would take not just India but the world by storm. His product is literally Liqvid - Learning that takes your shape.

It is a company specializing in the application of technology to the learning process. Its unique product, EnglishEdge provides customized language learning solutions to schools, colleges, vocational institutes, corporate and the government that caters to all learner-levels of proficiency. Liqvid's ambition is to bring the benefit of education, particularly English, to millions of learners in a high-quality and cost-effective way by leveraging the power of technology.

1. Why did you choose English as your line of business? How do your services and product contribute to the potential and opportunities of Indian education sector?

English is clearly the dominant language of the world. It has an estimated Economic value of \$4.37 trillion and has about 1.5 billion speakers. In India, too, English is the preeminent language of business and is the highest spoken language after Hindi. In addition, knowledge of English ensures higher professional and social success. English is an integral part of every educational offering - at every level. School students need to pass their examination; higher education students want jobs and corporate executives need English to improve their career prospects.

The market for our English language learning solutions is vast. The segments we serve are schools, colleges, vocational training, governments, corporate and international customers. The Global English training market is estimated at US \$ 20 billion and we have estimated the Indian market at US \$ 1 billion. In addition, our expertise in leveraging technology for the learning process is helping ensure that the education models become scalable. This approach helps learning reach a very large number of people in a high-quality and scalable way.

2. Who all can use the English learning solutions you provide?

We provide customized English learning solutions for learners across all age groups - from 4-year olds to working executives and entrepreneurs. Our solution is used by schools, colleges and universities, vocational training institutes, companies and governments. There are more than 200,000 learners that are benefiting from our offerings.

3. What makes your business model different from others?

Liqvid's English Edge offering has 3 dimensions on which it is differentiated - Pedagogy, Curriculum and Delivery. In terms of **pedagogy** we use the new Communicative Language Training (CLT) approach as opposed to the traditional Grammar Translation method. .



Mr. Vivek Agarwal, CEO, LIQVID

On the **curriculum** side, we have created specialized curriculum for different needs of learners - work, academic, general & social. Customization is our forte: not only do we offer the product in 10 different vernacular languages but the content we've created addresses different proficiency levels of the learners. Apart from this, there is distinctive content for adult and young learners.

On the **delivery** side, we have leveraged technology to create a blended learning approach where both trainers and learners have multimedia-rich software, supported by manuals and course books.

4. What recognition has Liqvid found for its excellent work in English language learning solutions?

Creating a great product like EnglishEdge that impacts and transforms the lives of so many people is an achievement in itself. Moreover, maintaining customer relationships that grow stronger every year increases the sense of achievement.

These efforts have been consistently recognized. LIQVID has won STC (Society for Technical Communication) excellence awards, for two consecutive years. It is ranked amongst the fastest growing technology companies in India and also ranked amongst the top 500 in Asia Pacific, for two consecutive years. It has also been nominated by British Council, U.K. amongst the top 12 Technology-based English Learning Innovative products.

Liqvid is a Brandon Hall Gold Award winner for the year 2007. It was recognized by NASSCOM as Top 100 IT innovators for two consecutive years 2006 & 2007.

5. What is your vision for Liqvid in the coming years?

The long-term vision is to establish Liqvid as a preeminent organization with a scalable model of learning in the English language learning domain. The ultimate aim is to see the English language penetrate even the far flung corners of the country, to hear it being spoken in the remotest hamlets.

We are looking forward to exponential growth over the coming years, with the introduction of offerings in areas like Mobile & Internet. We aim to have a strong learner base of over 5 million users through our English language programmes on an annual basis.