

News and Events

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BBC WORLDWIDE IN ASSOCIATION WITH LIQVID OF INDIA LAUNCHES AN ENGLISH LEARNING COURSE IN THE CAPITAL , REPORTS PRASOON PANT

Here is a chance to improve your diction, accent and grammar too. The British Broadcasting Corporation(BBC) Worldwide Ltd., the commercial consumer arm of the BBC has recently licensed its content to an Indian e-learning company called LIQVID, to launch its project in India called the 'English Edge'. According to publishing manager, BBC Worldwide, Africa and South Asia, Simon Hutson, "This is the first time BBC Worldwide has licensed content for a CD-ROM based and instructor-led language course to a particular country".

Hutson said, "What sets apart 'English Edge' is its blended learning approach".

The course is an English Language Teaching (ELT) course and the objective is to target all those who are interested to learn, irrespective of age or qualifications.

Hutson remarked, "Our focus is to target all age groups. The course structure has been tailor made for the Indian requirements; however, the minimum eligibility is a basic knowledge of English".

According to him, the course was a bit like a module in a finishing school, whereby you could learn the subtle nuances of a language – in this case the English language.

The Chief Executive Officer, LIQVID, Vivek Agarwal said, " Through this course a learner will be able to apply English to various situations, be it business, the need to communicate oneself or any other profession. There are three modes of approach we are taking for the Indian learners: Speech and sound; Indianisation and jaw exercises."



"Cooperating for Excellence in English Language Training"

(Standing R to L: LIQVID's CEO Vivek Agarwal, BBC's Manager , Africa & South Asia, Simon Hutson and British Council's Head of Education in India John Nance together at the English Edge Launch event)

He elaborated, "The content of 'English Edge' teaches you to develop fluency and good accent while you are engaged in a conversation. It helps you be more confident and articulate and this is made possible by both instructional learning and learning through your personal computer, with the data made available to you by us". He added that the 'English Edge' trainers provide individual attention to every learner, so that he or she can achieve complete command over the language.

As of now, the course is available at the British Council. " It is a 48-hour duration programme spread over two months. The learners are provided study materials in form of audio-visual material. The course fee is Rs. 7,000," Agarwal said. The first secretary (Education), British Council, John Nance remarked, "This is a unique opportunity for us and the learners to learn from BBC Worldwide's experience. We are keen on teaching English through the medium of Information and Communication Technology (ICT)."

Interested learners can e-mail at:

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