



Apar Edge Pro –

A New Age Platform For English
Language & Personality
Development



Contents

❖ Learning and Development in India.....	2
➤ A Need of the Hour	2
➤ Need of Fluency in Functional English- Written and Spoken.....	2
➤ Lack of Interpersonal Skills Causing Unemployment – Major Employers.....	2
➤ Technical Skills, Soft Skills and Employability.....	3
❖ The Process of Acquiring a Skill	4
➤ The Fastest & Most Accurate Way of Acquiring a Skill	4
❖ The Process of Learning a Language	4
➤ The Fastest & Most Accurate Way of Learning To Speak A Language	4
➤ Steps to Acquire Fluency in Speaking a Language.....	5
❖ S. No. Area of Challenge Best Approach to Learn Supporting Aids.....	5
➤ In a nutshell:.....	6
➤ Task at Hand	7
➤ Apar Approach to Learning and Development	7
❖ Curriculum Skeleton: Apar’s Edge Pro - Holistic English and Personality Enhancement ...	10
➤ Online Assessment to Categorize Students Into 2 Levels.....	10
▪ Not Ready	10
▪ Partially Ready.....	12
➤ Key Differentiators Unavailable in Any One-Solution in the world	14
❖ Success Guaranteed: Common European Framework of Reference for Language (CEFR) Certificate	15

Learning and Development in India

A Need of the Hour

In the world of 2017, India is poised to grow exponentially to become one of the world's top economies. With 65% of its youth in the working age group, one of the most efficient ways to reap this demographic advantage, is through enhancing the employability of the youth so that they add not only to their personal growth, but to the country's economic growth as well.

It's been identified and confirmed over decades of analysis that the education system in India, is rich in information and quality content, however the process and methodologies used for learning, leave students with acquired knowledge and not with ample applied skills.

This leads to India being a pool of highly educated and academically qualified youth, with the number increasing by millions, year on year. At the same time, the nation is facing unemployment like never.

This was a sure indication of Knowledge versus Skill Gap.

Also, with each year of progression in competitiveness due to being one of the most populated and youngest nations, the Knowledge versus Skill Gap was obvious to be one of the biggest challenges that the Mass Job-Providers would face.

Need of Fluency in Functional English- Written and Spoken

A student studying in any part of the world, may now aspire to work in any industry and country, attributing to our ahead-of-the-time technology, connecting us worldwide and shrinking the globe, except for human barriers.

Be it by working in a multinational company or executing a business, inside or outside of the country; it's become mandatory for each one of us to be able to speak at least one such language that's understood by one and all.

Lack of Interpersonal Skills Causing Unemployment – Major Employers

According to Price Water House Coopers [PWC], a multinational professional services network headquartered in London, United Kingdom and the second largest professional services firm in the world, **77% of CEOs were found saying they see the availability of key skills as the biggest business threat, 'soft' skills are in demand with CEOs seeing the value in marrying technology with exclusive human capabilities.** The skills they believe to be most important are the uniquely human collaborative capabilities that can't be replaced by machines. As a result, some parts of the recruitment market are about to become very competitive indeed.

As a strategy to keep our human capital (students, youth, job-seekers, etc.) competitive during the massive rapid expansion, uni-directional learning of functional/technical skills is not sufficient.

There is a dire need of developing the human resources and potential talent holistically, thus enabling the job-seekers to rise and shine, GLOBALLY.

Technical Skills, Soft Skills and Employability

In today's competitive market, for every job opportunity there are thousands of academically qualified candidates, thereby pushing the threshold of employers' expectations beyond the boundaries of technical skills. Coupled with globalization and shrinkage of the market place due to cross-border and demography businesses, a prospective candidate is expected to have interpersonal skills of a global citizen and not only a national or regional citizen.

It's needless to say that candidates with similar functional capabilities but better interpersonal skills, also benefit higher earning potential due to the choice of working across geographies with major multinationals.

It is, therefore, safe to conclude that holistic personality enhancement will lead to enhanced employability of graduates. And that it's a must, in order to really enable them to earn a livelihood to the best of their potential. It's this edge that well-groomed graduates have over the rest, that opens an entire avenue of industries for educated and functionally skilled graduates, who otherwise may be limited to their core domains with limited opportunities for all.

Employers seek interpersonal skills amongst job-seekers as a metric of job-readiness and their success at diverse workplaces.

Un-employability Due to Lack of Fluency in Spoken English



** Survey By: Aspiring Minds in 2015

In a survey conducted in 2015 by an Indian Employability Evaluation & Certification Company, on 30,000 graduates out of 6,00,000 students who graduated in the year, it was found that:

- 97% of Engineering Graduates Can't Speak English
- 57% of the Engineering graduates were concluded to be unemployable, solely due to a lack of fluency in their Spoken English.
- The aspects of Proficiency that the students lacked were:
 - i. Spoken English
 - ii. Fluency
 - iii. Pronunciation

The Process of Acquiring a Skill

The Fastest & Most Accurate Way of Acquiring a Skill

Think of acquiring skills like driving a car or cooking? Is the learning limited to studying and assessing the knowledge of driving/cooking process theoretically? The answer is obvious.

Acquiring skills requires: Knowledge, Application/Practice, and Frequency

Interpersonal Skills are best built and developed, through frequent and repeated practice real time.

We, as educators, need to facilitate opportunities to practice the skill targeted creating an environment, where our learners can observe, demonstrate and repeat the skills multiple times with actionable feedback to implement immediately in the session.

So that in the next practice they have the feedback engraved in their minds sub-consciously. Thereby improving a little with every practice.

The Process of Learning a Language

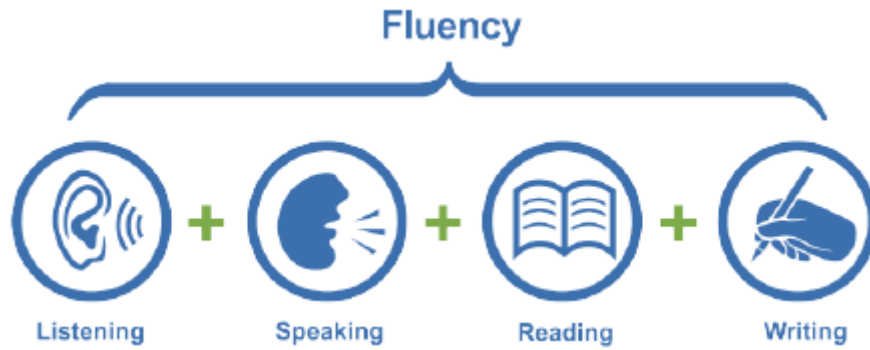
The Fastest & Most Accurate Way of Learning to Speak a Language

Think of a mother tongue and reflect on how it's learnt (by a child) to speak that language. E.g. If the mother tongue is Hindi, how does one learn to speak in Hindi? Do they start with studying The Hindi Grammar (Vyakarana) first or they start to actually speak fluently in Hindi, way before they start their Hindi Learning Curriculum at school?

Since, fluency is a skill, its best acquired through practice of Listening and speaking. We, as educators, need to facilitate opportunities to practice spoken English as much as we focus on written English, creating an environment, where our learners can talk in English and understand the speakers with global and neutral accents.

Steps to Acquire Fluency in Speaking a Language

Fluency in any language needs practice in the following four areas, separately: Reading, Writing, Listening, and Speaking.



When we read, we improve our reading skills, by writing we improve our writing skills. And, so on. It is therefore, technically necessary, that in order to become a fluent speaker we practice by speaking in English.

Therefore, the solutions to the three areas of challenge, are as follows:

S. No.	Area of Challenge	Best Approach to Learn	Supporting Aids		
1	Spoken English	Speak + Get Personalized Feedback + Speak [Repeat until correct]	An objective and accurate source of information about the correctness of grammar, context, etc. based on Grammar, Syntax, Context, etc. of English. This source must be free from human errors, because an error in the source of information is sure to cause life-long mistakes, unless corrected multiple times.	A Non-Judgmental Environment that allows multiple practice opportunities With patience of a Guru but without the scope of Human error.	Someone to address the questions asked by the individuals personally. No two individuals will always have the same doubts. It's, therefore, unnecessary and time consuming to teach all the participants, all the concepts. The time Saved here, can be utilized for more practice and correction.
2	Fluency	Speak Spontaneously	An objective and accurate source of information about the	A Non-Judgmental Environment that allows multiple	Someone to address the questions asked

		<p>[Where Time Is limited]</p> <p>+</p> <p>Get Feedback</p> <p>+</p> <p>Speak Spontaneously</p> <p>[Where Time Is limited]</p> <p>[Repeat until the correct Grammar, pronunciation and speed registers in the sub- conscious memory]</p>	<p>correctness of grammar while maintaining a natural flow of thoughts.</p> <p>This source must be free from human errors, because an error in the source of information is sure to cause life-long mistakes, unless corrected multiple times.</p>	<p>practice opportunities</p> <p>With patience of a Guru but without the scope of Human error.</p>	<p>by the individuals personally.</p> <p>No two individuals will always have the same doubts.</p> <p>It's, therefore, unnecessary and time consuming to teach all the participants, all the concepts.</p> <p>The time Saved here, can be utilized for more practice and correction.</p>
3	Pronunciation	<p>Speak in General</p> <p>+</p> <p>Listen to Accurate Pronunciation</p> <p>+</p> <p>Repeat the correct Pronunciation consciously</p> <p>[Repeat until the correct pronunciation registers in the sub- conscious memory]</p>	<p>An objective and accurate source of information about the correctness of sounds, syllabic stress, and intonation required to achieve a neutral and globally comprehensible pronunciation, thus accent.</p> <p>This source must be free from human errors, because an error in the source of information is sure to cause life-long mistakes, unless corrected multiple times.</p>	<p>A Non-Judgmental Environment that allows multiple practice opportunities for words to be pronounced and compared with correct pronunciation, repeatedly, until the accurate pronunciation is acquired at the sub-conscious level</p>	<p>Someone to address the questions asked by the individuals personally.</p> <p>No two individuals will always have the same doubts.</p> <p>It's, therefore, unnecessary and time consuming to teach all the participants, all the concepts.</p> <p>The time Saved here, can be utilized for more practice and correction.</p>

In a nutshell:

- To acquire adequate level of proficiency in English, we must have holistic exposure to reading, writing, speaking and listening to correct and global English.
- To learn faster, we must have endless opportunities to practice, under constant supervision of a teacher who's global and whose understanding of the English language is free from human errors [caused due demography of the teacher: Culture, Education, Surroundings, Etc.]

- We need enough empathy to stay motivated while we make a million mistakes. We do need a patient and empathetic human being to help us stay on track, while on this journey of learning English. Which can be scary and humongous. We need a Coach.
- The cost of learning, in terms of time, efforts and logistics, must be affordable. Whereas, the level of personal attention, number of opportunities to practice and the patience for feedback should be endlessly high.
- There must be a log which could serve both the purpose of maintaining a record and making recommendations basis the type of practice required, e.g. self-recording-listening-comparing or Listening or Q&A.

Task at Hand

The current English learning system in India is Curriculum Based instead of Use-Based.

The task at hand is to offer a solution which can be blended in the usual teacher led classroom learning environments, with an advantage of human-error free content, and technologies like Speech recognition and Artificial Intelligence to understand and guide a student more accurately and objectively.

A solution which has minimalistic and cost effective infrastructural requirements, but is reliable in terms of the accuracy of the content, methodologies, assessments, record keeping, and topics covered for every individual.

Apar Edge Pro, utilizes a blended learning system called DynEd, which is the only such solution that fits the bill completely and is therefore the most potential solution for the Non-Native English Speaking Learners.

Also, because the nature of the content is Use-Based,

DynEd has a solution for all age groups who aspire to speak in English, fluently.

Apar Approach to Learning and Development

We believe that despite common agenda of skill development, there's no one solution that fits all. By offering a ready-made solution, one may end up wasting time on areas that don't require work.

The students at different institutes stand a different level of skill-set back ground. For example, some students may be proficient in English and may need help only with skills like facing interviews and excelling at group discussions, whereas some may need help with confidence in spoken English too, to convey their thoughts comfortably while in interviews or group discussions.

Since, skills building takes time and practice, it becomes imperative for us to utilize each of our time-bound sessions judiciously. And to achieve that, we require to understand our target audience's current level of skills precisely.

Therefore, we follow the four-step process:



Training Need Analysis

Every program we create is preceded by a thorough need identification and analysis, to suit the learning needs of the students pertaining to the respective institute and the organizations they are targeting. This helps us create a content that is neither too simple nor too complex for them.



Content Creation and Customization

Based on the identified learning needs the content is customized with emphasize on practice and feedback. Most on the session is a facilitation of opportunities for learners to practice the skill in context.



Session Delivery

Delivery mechanism is purely experiential, with just about 20% input from the facilitator, including the demo. For example, an employability enhancement session will have many mock interviews, Group Discussions, debates, etc.



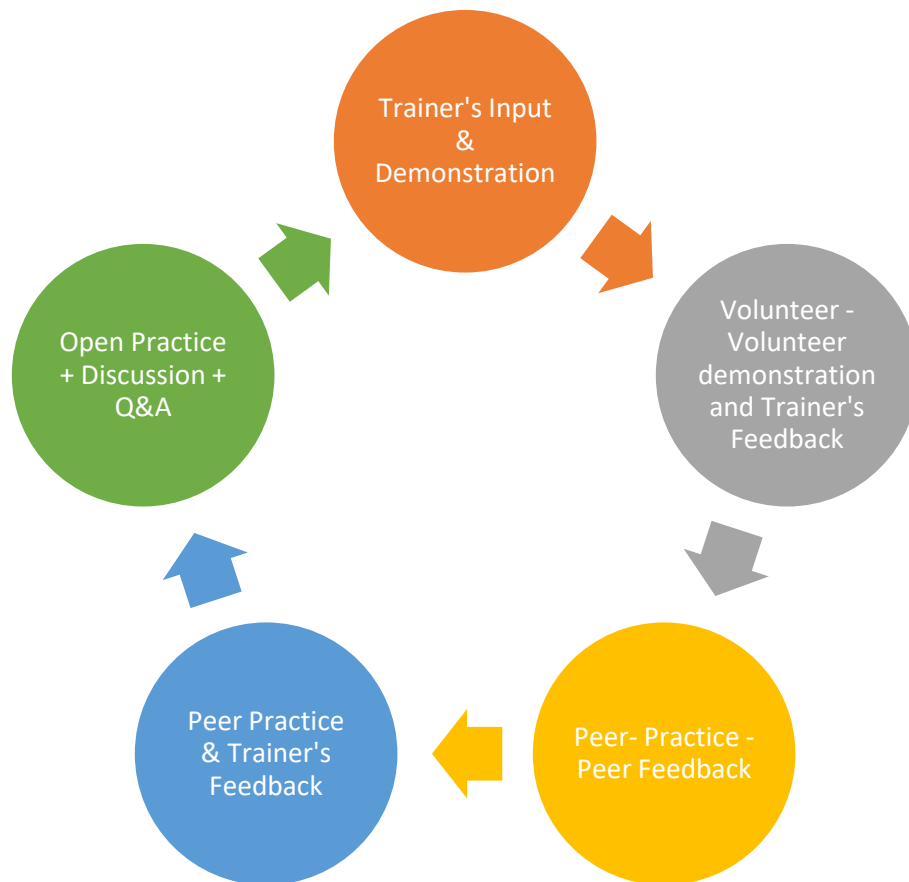
Evaluations and Assessments

The program is concluded with assessments that objectify the needle movement accomplished by way of our practice based sessions and constant feedback. During the program, the feedback from the students is also recorded frequently for improvements or a change of the learning methodology.

Our Delivery Methodology

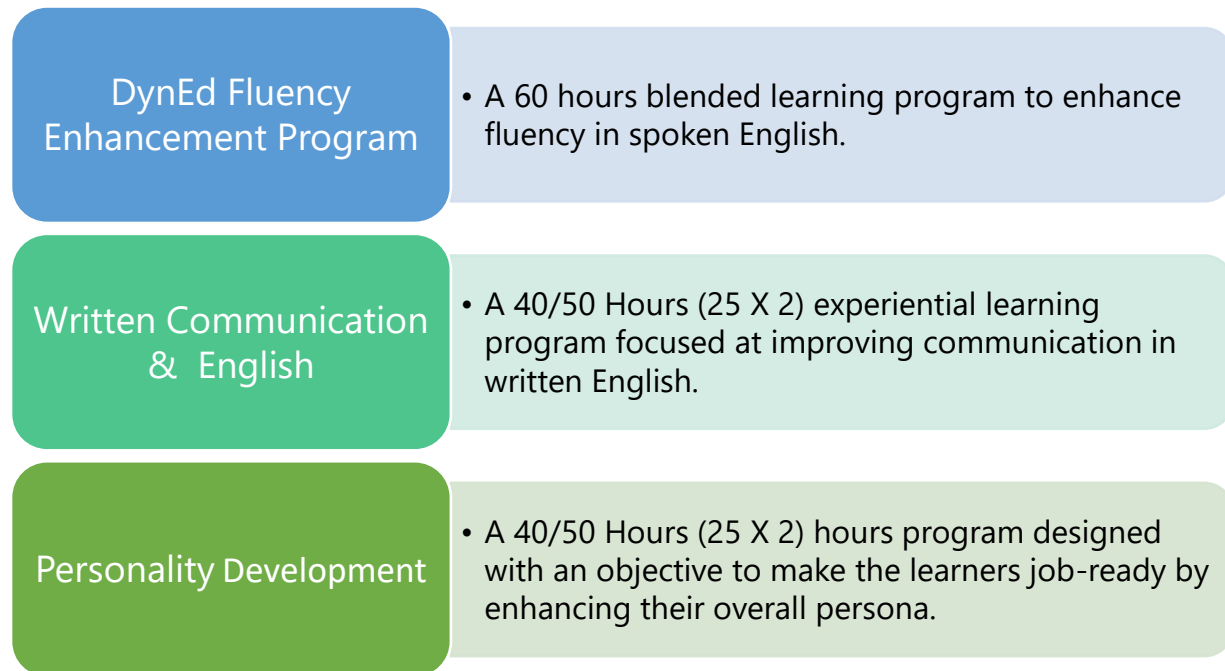
We ensure only 20% trainer's talk-time in all the skill building sessions, howsoever short they are, most of time is spent on repeated practice with feedback from the trainer, peers and batch for every individual. Simply put, in an hour-long session, the trainer's input will not exceed more than 15 minutes, which will include a demonstration of the skill discussed.

This helps us build skills faster by avoiding unnecessary download of information and utilizing time in practicing the skill in context.



Curriculum Skeleton: Apar's Edge Pro - Holistic English and Personality Enhancement

The Overall Program is Focused on Three areas of an individual's Holistic Personality Enhancement



Online Assessment to Categorize Students Into 2 Levels

The program will start with a holistic online assessment to assess the readiness of the candidates for jobs, with a view to profile the candidates at two levels: Not Ready, Partially Ready.

The content will be customized based on the conclusion of the online assessment and an analysis of the performance of the candidates.

However, as a reference outline of the program, the following outline is recommended, for the two categories

Not Ready

The Design of the sessions will focus mostly on Instruction, Practice Activity, Correction and Feedback.

And the sessions are designed to address both spoken and written English as well as Personality Enhancement, with 60 – 80 sessions on DynEd Fluency Enhancement System, 20 sessions on written English, 20 on Personality Enhancement.

Sr. No.	Topic
1	Warm-Up 1: Self- Story Telling in the language of choice
2	Warm-Up 1: Sharing of Aspirations in the language of Choice
3	Basic Nouns
4	Basic Verbs
5	Basic Sentence Construction- Written
6	Personal Hygiene and Grooming
7	Writing Basic Sentences - 1 [Nouns, Pronouns and Appropriate Helping Verbs]
8	Writing Basic Sentences - 2 [Using a Variety of Verbs]
9	Writing Basic Sentences - 3 [Assertive and Negative Sentences]
10	Writing Self-introductions
11	Dressing For Work
12	Conversation Starting Questions and Answers - Writing
13	Role Plays: Conversation Starting Questions and Answers - Writing
14	Greetings and Self-Introduction - Activities [Meet, Greet and Introduce Yourself]
15	Body Language and the Power of Smile
15	Writing Practice - About Home and Family Members
16	Confidence Building Through Talking - About Home and Family Members
17	Writing Practice: Asking basic questions - 1
18	Writing Practice: Asking basic questions - 2
19	Writing Practice: Dialogues between two friends in the Local Market
20	Role Plays: Two friends in the Local Market
21	Introduction to Internet - 1
22	Introduction to Internet - 2
23	Self-learning through Internet
24	Writing Practice: Everyday Conversations - In A Bus/Train
25	Role Plays: Everyday Conversations - In A Bus/Train
26	Paragraph Writing - On 3 Topics

27	Speaking Practice - One of the three topics written
28	Interview Ready - Appearance, behavior and communication
29	Interview Skills - Basic Questions and Answers
30	Group Discussions - in the language of choice
31	Interview Skills - Basic Questions and Answers
32	Writing practice - About their village/district/ARUNACHAL PRADESH
33	Speeches - About their village/district/ARUNACHAL PRADESH
34	Writing Practice - My Dream and Goal
35	Speaking Practice - My Dream and Goal
36	Story Writing - Writing down the popular childhood stories in English
37	Story telling - Sharing their favorite stories with the batch
38	Story telling - Sharing their favorite stories with the batch
39	Writing and Sharing the experience of learning in the batch
40	Writing and Sharing the experience of learning in the batch

Partially Ready

For the "Partially Ready" students, we propose a 60 hours of DynEd Spoken English Enhancement program and 50 Days (Combined) Written and Personality Enhancement Program Skeleton, to choose from.

Sr. No.	Topics
1	Warm-Up 1: Self- Story Telling in the language of choice
2	Warm-Up 1: Sharing of Aspirations in the language of Choice
3	Resume Writing - Session 1
4	Email Writing - Session 1
5	Self- Introductions and Conversation about Self
6	Basic Telephone Etiquette
7	Resume Writing - Session 2
8	Email Writing - Session 2
9	Confidence Building Through Group Discussions -1
10	Email Writing – 3
11	Confidence Building Through Group- Discussions - 2

12	Technical Writing - Punctuations
13	Interview Skills – 1
14	Technical Writing - Paragraphing
15	Interview Skills – 2
16	Confidence Building Through Group- Discussions - 3
17	Letter/ Application Writing - Formal
18	What Recruiters Look For - Core Competencies
19	Essay Writing - 1
20	Interview Skills - 3
21	Technical Writing - Punctuations - Refresher
22	Dressing for Success
23	Article and Blog Writing - 1
24	Personal Grooming
25	Brevity in Writing - 1
26	Confidence Building through Group Presentations - 1
27	Indianisms and Redundancy
28	Article and Blog Writing - 2
29	Confidence Building through Group Presentations - 2
30	Article and Blog Writing - 3
31	Confidence Building through Group Presentations - 2
32	Email Writing - 4
33	Interview Skills - 4
34	Email Writing - 5
35	Confidence Building through Group Presentations - 3
36	Article and Blog Writing - 3
37	Confidence Building Through Group Discussions -4
38	Brevity in Writing - 2
39	Individual Presentations - 1
40	Summary Writing - 1
41	Individual Presentations - 2
42	Summary Writing - 2

43	Individual Presentations - 3
44	Summary Writing - 3
45	Interview Skills Brush-up & Mock Open Interviews
46	Group Discussions Brush-Up & Mock Group Discussions
47	Writing Competition
48	Personal Grooming and Dressing Brush Up - 3
49	Mock Group Discussions
50	Experience Writing Cross Correction

Key Differentiators Unavailable in Any One-Solution in the world

1. **Globally Recognized CEFR assessment [Common European Framework of Reference]** for assessments at various stages of learning, **including the certification.**
2. **Fastest Learning Guaranteed - Confidence, Fluency and Clarity in speech guaranteed, in 3 Months** assessed Objectively by CEFR. Due to one-to-one tutor-like attention yet the advantage of a human coach for weekly sessions. Every second spent on study is utilized for practice.
3. **Experiential Learning:** Highly interactive content, with facilities like multi-media, **Artificial Intelligence** and **Speech Recognition** to create **an impact that equals listening and talking to a native speaker of English.**
4. **Unique Content: Unique Study Path for each student** with Course customized according to the performance of each learner separately. Only solution that combines English proficiency with employability enhancement and that guarantees both.
5. **Records Management and Report System:** For a detailed anytime view of each learner's progress, activities, feedback and recommended practice.
6. **Extensive Teacher-Training-and-support materials, including lesson plans, teacher training & mentoring.**
7. **Minimum Infrastructural Requirement:** The current computer labs can be modified to a **Centre of Excellence for Spoken English at nearly no added costs** [** Only additional cost will be of headsets.]
8. **Objectively Scored Evaluations** for Needle Movement at 0-30-60-90 days of learning.
9. **Highest ROI guaranteed:** Matchless course fee for the Impact Produced in 3 Months
10. **Retained Learning for a life time:** Due to sub-conscious level of learning methodology.

Edge-Pro utilizes complex technologies and neural sciences of learning, and consequentially simplifies the process of learning to speak and understand English and utilize the acquired proficiency to improve employability, just in 3 months.

Success Guaranteed: Common European Framework of Reference for Language (CEFR) Certificate

The Common European Framework of Reference for Languages (**CEFR**) is an international standard for describing language ability. It is used around the world to describe learners' language skills.

A CEFR certificate score are standard and accepted across the globe just like the IELTS or TOEFL Scores are.

Edge Pro uses Online assessments both at the initiation and conclusion of the test. This assessment follows the CEFR pattern, thus the scores generated are globally accepted.

The scores are objective and Apar Guarantees enhancement in holistic Fluency and personality through an assessment supported by a CEF certificate (and score), just like a TOEFL or SAT score.

Sample Certificate: -

