

Cengage Learning in association with MeritTrac launches a unique English learning product combining learning with eAssessment.

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English language skills have given an impetus to the spurt in and globalization of the Indian economy. In fact, the English language educational model has been the basis for India's rise and competitiveness in the global outsourcing domain. But questions on continued progress have been greeted with concerns on employability levels specifically in the area of English communication. Several studies have pegged proficiency in English communication of Indian talent at just about 10% raising the need for workable learning solutions.

eEnglish is the latest and most unique offering in the English language learning space that combines platforms like print and online to provide learning with a continuous feedback through scientific assessments. The product has basic and advanced levels which candidates can opt for after taking an off-the-shelf test. On purchase of the product, an online test is administered to measure the candidate's ability and is provided feedback to base his learning through books and online media over a course duration of 90 days. A final certification test forms the next stage to measure enhanced skills level. The package is available online and with all major booksellers.

Speaking about *eEnglish*, Mr Alok Srivastava, Country Manager, Cengage Learning India said, 'The concerns on employability have a lot to do with communication and corrective action is possible only through well thought out products. *eEnglish* is an outcome of intensive thinking on the concept of assimilating learning as opposed to imparting training. We believe effective learning, and thus enhancement in employability, is possible only if we recognize sensitivity to differences in pace, comprehension and grasping power to facilitate individual learning with a feedback loop through assessments. With *eEnglish* we have tried to achieve this balance and redefine learning.'

Speaking on the occasion Mr Madan Padaki, Co-founder & CEO of MeritTrac said 'It is a fact that learning sans assessments to measure it is incomplete. While there is a plethora of 'training' products available in the market for English language learning, none provides a real-time feedback program that is critical to any learning process. What prompted our partnership with Cengage Learning was their accent on learning as opposed to training. We have incorporated online tests as well as telephonic evaluations to top out this learning agenda with continuous evaluations.' Mr Padaki also unveiled an analysis report on the proficiency level in grammar of Indian talent which pointed to an overall throughput of just 7.34%.

Dr Kiran Karnik drew attention to the growing demand and shortage faced by companies across verticals for employable talent and the lack of English communication skills. He pointed out that India's continued progress as a knowledge powerhouse depends on the ability of its talent to scale the employability gap.

Dr Aggarwal forwarded the academic perspective on the issue pointing out the stellar work done in technical areas and the necessity of products like *eEnglish* to take forward this work in other areas.

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About MeritTrac

MeritTrac is India's largest skills assessment company. MeritTrac designs and delivers assessments to evaluate abilities, skills and knowledge for both corporate & individual customers. Since its inception in 2000, MeritTrac has assessed over 3 million candidates for over 150 clients across 75 cities pan-India for industry verticals like IT, BPO, BFSI, Engineering, FMCG, Healthcare, Retail, Education, Manufacturing & PSUs among others.

MeritTrac is neither a placement/recruitment agency nor a training firm, and is uniquely positioned as an "Independent" assessment company that provides quantitative inputs on the talent pool and helps in measuring competencies for specific roles.

The company counts among its clients some of the world's most admired and respected companies. MeritTrac is a recipient of the Red Herring Top 100 Asia as well as the Deloitte Technology Fast 50 India and Fast 500 Asia-Pacific awards. MeritTrac also recently won the NASSCOM Innovation Award for its revolutionary MeritTrac Assessment Zones (MAZ).

A Manipal Education Group (MEG) investee company, Bangalore-based MeritTrac has 450+ employees and 1000+ certified test administrators operating out of offices in all the metros. MeritTrac also operates 21 state-of-the-art online testing centers "MeritTrac Assessment Zones (MAZ)" across 16 cities with 1300+ online terminals.

About Cengage Learning & Heinle

Cengage Learning, earlier known as Thomson Learning, is one of the world's largest providers of print and digital information services for educational and library reference markets. Cengage Learning delivers highly customized learning solutions for colleges, universities, professors, students, reference centers, government agencies, corporations and professionals around the world. These solutions are delivered through specialized content, applications and services that foster academic excellence and professional development, and provide measurable learning outcomes. Cengage Learning's mission is to shape the future of global learning by delivering consistently better learning solutions for learners, instructors and institutions.

Heinle, a part of Cengage Learning is a leading provider of materials for English language teaching and learning throughout the world. Heinle is committed to helping learners become more effective readers, writers, and communicators, and to helping teachers become more effective in guiding learners to achieve their goals.

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