

'Learn English'- an innovative mobile learning program

EnableM, a pioneer in mobile learning, in association with OnMobile Global Ltd., has created an innovative voice-based (IVR) English mobile learning program, 'Learn English'. It is currently live on BSNL in nine regional languages.

Mumbai, Maharashtra, November 17, 2009 /[India PRwire](#)/ -- BSNL Mobile has launched an innovative spoken English mobile learning program, 'Learn English'. The program has been designed by EnableM Technologies Pvt. Ltd. in association with OnMobile Global Limited.

In the current scenario, it is safe to say that mobile phones have become an extension of our lives. Everyone - from a fruit vendor to a carpenter and from a maid to a driver - is connected to and is at ease with this technology. Conversely, time is in short supply, travel distances large and the pressures to excel immense. Resources, however, are not always within reach. This is where m-learning steps in. By providing the learner an opportunity to learn at his own convenience and in his own environment, it affords the remote learner a wholesome and interactive language learning experience.

Designed specially for the mobile medium, the Learn English program teaches spoken English through simple stories and everyday situations that the common man can relate to. Subscribers have the option to select their level of learning (Basic/Advanced), based on their proficiency of the language. They can also select specific Professions, Situations or Conversations to learn English. So now, a driver or a receptionist can listen to lessons aligned to his/her profession. Similarly, subscribers can listen to conversations based on situations they might encounter everyday! Daily SMSs and practice tests are a part of the learning package. To make the program user-friendly and self-paced, certain options such as bookmarks, pause, etc. have also been introduced.

Currently, the Learn English program is available in two levels - Basic and Advanced. Apart from this, the course also offers English lessons for various Professions, daily life Situations and how to make Conversations. The program is available in nine Indian languages, namely, Hindi, Tamil, Kannada, Marathi, Bengali, Gujarati, Punjabi, Telugu and Malayalam.

BSNL recently undertook a consumer feedback research and almost 74% users said that the topics taught were relevant to their day to day life. The participants found the innovative approach of teaching English by creating interesting scenarios quite helpful. Almost 80% respondents said that they now use the words and phrases taught in the conversations section in their daily interactions with people.

As part of the Learn English program, subscribers receive a new word daily through SMS. However, the survey has revealed that the learners wish to receive more daily SMSs, showing the thirst for learning the language in our country. Users also said that learning on the mobile was a great help since they did not have to travel and do not mind paying for the same as they see it "value for their money".

Mr. Amit Zaveri, COO EnableM, said, "Globally there is a lot happening in the m-learning space. We now want to offer the same freedom of learning to the Indian mobile user. The Learn English program reflects the formats and models for mobile learning in India that EnableM has been rigorously working on since its inception. Formulating the design and formats for Language Learning through Mobile has been a challenge as well as an exciting endeavor for EnableM. We are very pleased to launch Learn English on a leading telecom like BSNL and hope to see the m-learning space grow in the near future."

The program is available at a subscription cost of Rs. 20 per month and a nominal call browsing charge of 30 paise per minute.

BSNL users can subscribe to the program by dialing 1255537.

Notes to Editor

About BSNL: Bharat Sanchar Nigam Ltd. formed in October, 2000, is World's 7th largest Telecommunications Company providing comprehensive range of telecom services in India: Wireline, CDMA mobile, GSM Mobile,

Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP services, IN Services etc. Presently it is one of the largest & leading public sector unit in India.

BSNL is the only service provider which is making focused efforts and planned initiatives to bridge the Rural-Urban Digital Divide ICT sector. In fact there is no telecom operator in the country to beat its reach with its wide network giving services in every nook & corner of country and operates across India except Delhi & Mumbai. Whether it is inaccessible areas of Siachen glacier and North-eastern region of the country, BSNL serves its customers with its wide bouquet of telecom services.

About EnableM: EnableM is a leading VAS company focused on providing innovation in development and delivery of education products and services through mobile devices. It is working closely with publishers, mobile operators, aggregators, device manufacturers, media companies and government bodies to define a strong ecosystem for M-learning formats and standards.

The company has developed a strong portfolio of products and services across categories like Language Learning, Testing and Assessments and Career Information and Guidance across multiple mobile formats in isolation and in converged environments with other media channels.

About OnMobile:

Incorporated in the year 2000, OnMobile is one of India's largest white labeled VAS companies for Mobile, Landline and Media Service Providers. OnMobile has a presence in 23 countries with 92 customers and delivered \$500mn of top line revenues. The company offers telecom Value Added Services (VAS) to over 687 million mobile subscribers and handles 10 billion VAS calls per month. As the first Indian telecom VAS company to go public (in February 2008), OnMobile has garnered a market capitalization in excess of \$500 million.

Set up by Arvind Rao and Mouli Raman, OnMobile has invented a unique business model of revenue-sharing with telecom operators, thereby boosting OGL's growth and enabling it to win exciting projects and introduce some revolutionary services to the industry. Revolutionaries in the sector, they were the first to introduce the concept of Managed Services in the VAS sector.

OnMobile is headquartered in Bangalore, India where it has a large R&D and network operations center. Over 1000 member-strong team at OnMobile has offices in Mumbai, Delhi, Singapore, Paris, Jakarta, London, Kuala Lumpur, Seattle and Sydney.

OnMobile has also been awarded the Best VAS Partner award 2007 by Airtel, India, "V&D100 Best MVAS company 2007, 2008 & 2009 India" by Voice & Data, The Deloitte Technology Fast 50 India 2007 & 2008. The Deloitte Technology Fast 500 Asia Pacific 2007 & 2008, "100 IT Innovators 2007" by NASSCOM, India.

For more information, please contact:

Simran Krishna

Product Manager

(L) 02240934333, (M) 9920819039

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.