

2018

MODULE: 4

## Common Services Centre Scheme

***TELECENTRE ENTREPRENEUR COURSE***

CSC e-Governance Services India Limited 3rd Floor, Electronics Niketan,  
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## **MODULE 4 Common Services Centre Scheme**

### Structure of the Unit

- 1.1 COMMON SERVICES CENTRE SCHEME
- 1.2 ABOUT CSC e-GOVERNANCE SERVICES INDIA LIMITED
- 1.3 OBJECTIVES OF CSC SPV
- 1.4 ROLE OF CSC SPV
- 1.5 Who is VLE?
- 1.6 VLE Society
- 1.7 Services through CSC

### **1.1 COMMON SERVICES CENTRE SCHEME**

Common Services Centre (CSC) programme is an initiative of the Ministry of Electronics & IT (MeitY), Government of India. CSCs are the access points for delivery of various electronic services to villages in India, thereby contributing to a digitally and financially inclusive society. CSCs are more than service delivery points in rural India. They are positioned as change agents, promoting rural entrepreneurship and building rural capacities and livelihoods. They are enablers of community participation and collective action for engendering social change through a bottom-up approach with key focus on the rural citizen.

CSC e-Governance Services India Limited is a Special Purpose Vehicle (CSC SPV) incorporated under the Companies Act, 1956 by the Ministry of Electronics and Information Technology (MeitY), Government of India, to monitor the implementation of the Common Services Centers Scheme. It provides a centralized collaborative framework for delivery of services to citizens through CSCs, besides ensuring systemic viability and sustainability of the scheme.

### **COMMON SERVICES CENTRE SCHEME AND DIGITAL INDIA**

Digital India is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. The programme was launched on July 1, 2015 by Hon' Prime Minister Shri Narendra Modi. CSCs are the access points for delivery of essential public utility services, social welfare schemes, healthcare, financial, education and agriculture services, apart from host of B2C services to citizens in rural and remote areas of the country. It is a pan-India network catering to regional, geographic, linguistic and cultural diversity of the country, thus enabling the Government's mandate of a socially, financially and digitally inclusive society.

CSCs enable the three vision areas of the Digital India programme:

- Digital infrastructure as Utility to Every Citizen
- Governance and services on demand
- Digital empowerment of citizens

## **1.2 ABOUT CSC e-GOVERNANCE SERVICES INDIA LIMITED**

CSC e-Governance Services India Limited is a Special Purpose Vehicle (CSC SPV) incorporated under the Companies Act, 1956 by the Department of Electronics and Information Technology (DeitY), Government of India, to monitor the implementation of the Common Services Centers Scheme. It provides a centralized collaborative framework for delivery of services to citizens through CSCs, besides ensuring systemic viability and sustainability of the scheme. It is a pan-India network catering to regional, geographic, linguistic and cultural diversity of the country, thus enabling the Government's mandate of a socially, financially and digitally inclusive society.

Common Services Centers (CSCs) are a strategic cornerstone of the Digital India programme. CSCs are envisaged as assisted front end ICT (Information and Communication Technology) enabled centres for delivery of various G2C (Government to Citizen) and other B2C (Business to Citizen) services to the citizens. These are managed and operated by a local skilled entrepreneur.

A CSC promotes rural entrepreneurship, builds rural capacities and livelihoods, enable community participation and supports collective action for social change through a bottom up approach with focus on rural citizen.

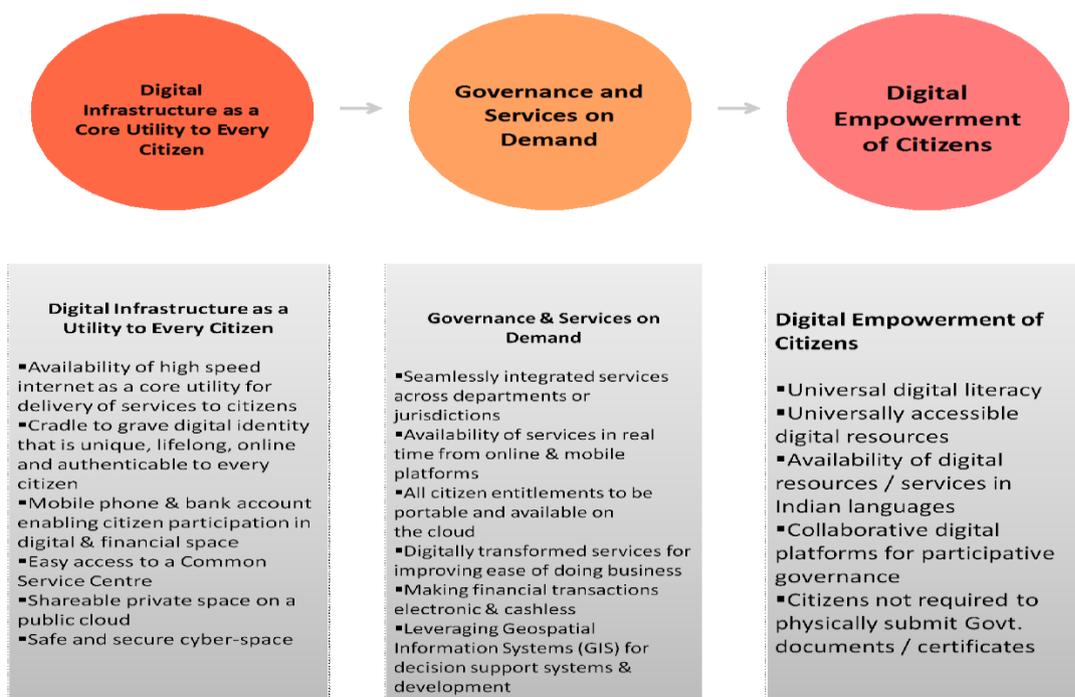
## **1.3 OBJECTIVES OF CSC SPV**

- Ensuring systemic viability and sustainability of the CSC Scheme
- Monitoring achievements of the outcomes by the CSCs
- Enabling delivery of G2C and B2C services through CSCs
- Providing a standardized framework for collaborative decision making
- Catalyzing and maintaining content aggregation on an on-going basis
- Building stakeholder capacity
- Looping best practices
- Centralised tie ups with services seeker and providers
- Maintain the Portal
- Conduct Train the Trainer for VLE society

- Handholding of eco system
- Aggregating the demand at national level
- Payment at centralised level
- Transfer of commission to society
- Grievance Handling

## 1.4 ROLE OF CSC SPV

- Ensure ubiquitous presence of citizen service points in all geographies, in line with the vision of ‘Digital India’ and to operationalise CSCs across States/UTs.
- Support GOI / States/ UTs to enable delivery of G2C services.
- Facilitate integration of e-Governance services (Central/State MMPs) portals and NIC driven applications.
- Enable delivery of financial and related services such as Aadhaar, banking, insurance and pension.
- Create a framework for enabling monitoring of G2C services.
- Ensure growth of e-transactions at the CSCs.
- Create awareness and capacity building among various stakeholders within and outside the Government.
- Capacity building of Village Level Entrepreneurs (VLEs) and other stakeholders.



### Digital India PROGRAMME

Reference to: <http://digitalindia.gov.in/documents/default.aspx?docid=121>

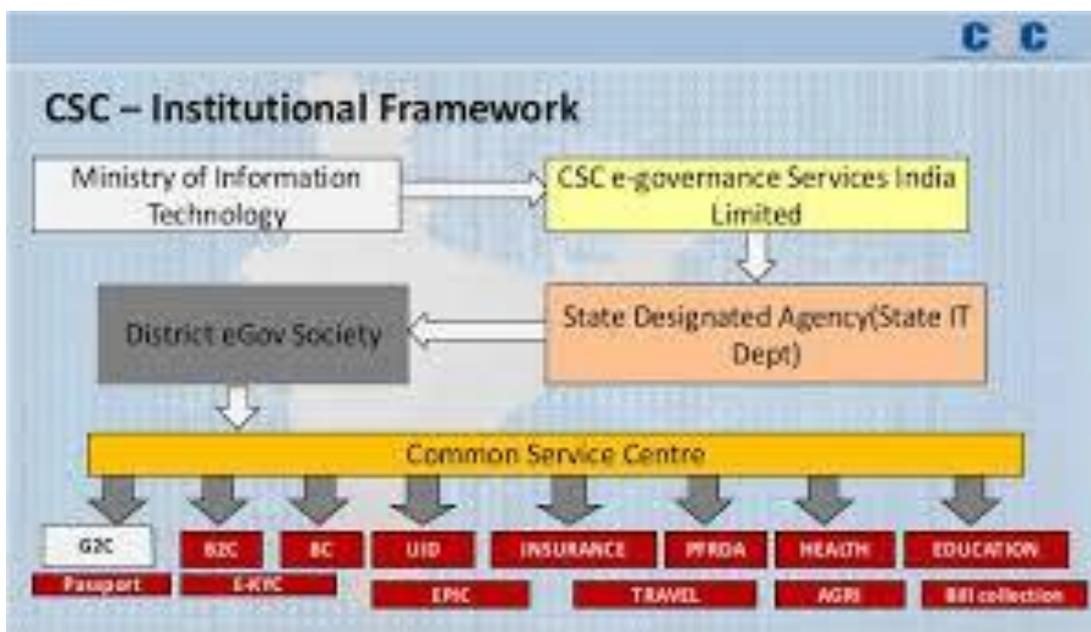
## 1.5 Who is VLE?

The VLE is the key to the success of the CSC operations. While content and services are important, it is the VLE's entrepreneurial ability that would ensure CSC sustainability. A good VLE would not be one who has financial muscle only, but somebody who has entrepreneurial traits, strong social commitment as well as respect within the community. The quality of service at the CSCs would be as effective as the quality of VLEs running them. Selection and proper training of the VLE therefore would play a vital role in making the CSC a success.

### Role & Responsibility of a VLE:

- **Effective Service Delivery:** The VLE provides all the services to citizens which are provided by CSC and thus, act as a service delivery point through which the population of the catchments area benefits.
- **Sales and Promotion:** The VLE will be actively involved in the sales process of the products and services given to him with his skills and social relationship.
- **Relation with Government functionaries:** The VLE shall maintain cordial relationship with Government and Panchayat functionaries at the local level.
- The VLE will ensure, without any prejudice, to provide all services to the rural citizens.

### Images



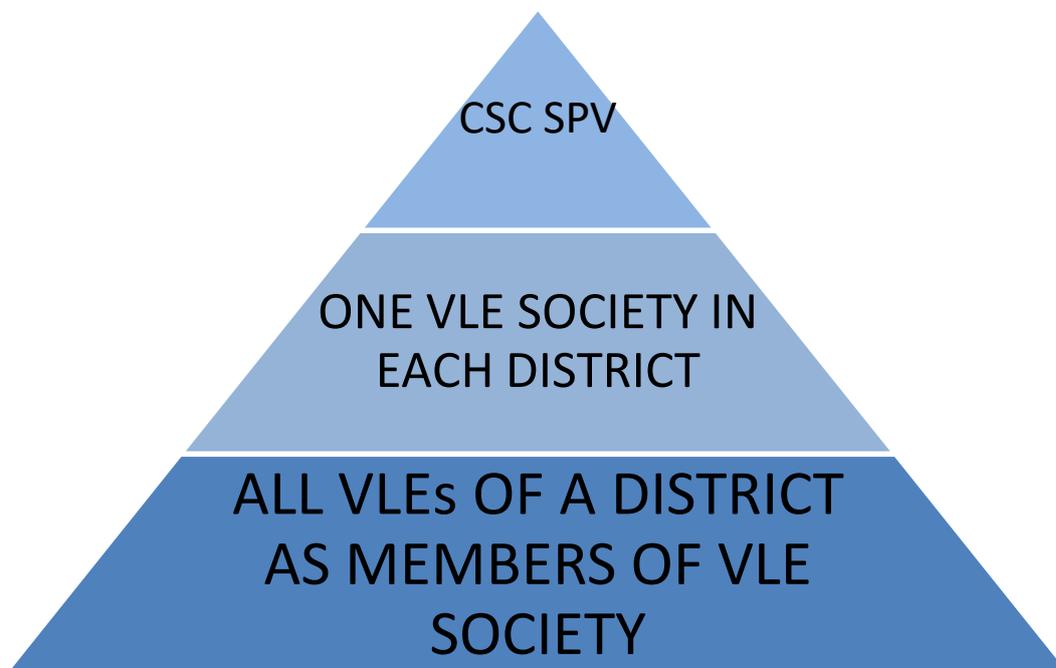
CSC – Institutional Framework



CSC Centre at Vadavalli, Coimbatore (Tamil Nadu)

## 1.6 VLE Society

### ➤ Structure of VLE Society



### ➤ **Role of VLE Societies**

The VLE Society will act as the Distributor / Retail point for the FMCG / CONSUMER DURABLE ETC. products. It needs to ensure that the VLE have to develop a sense of unity for growing business amongst the VLE community.

- Act as Single point of contact for delivery of all physical goods which are required by the VLEs of the society.
- The Goods delivered to the society are to be forwarded to the concerned VLE who has raised the demand after payment using the CSC wallet.
- Conduct regular training sessions for the member VLEs.

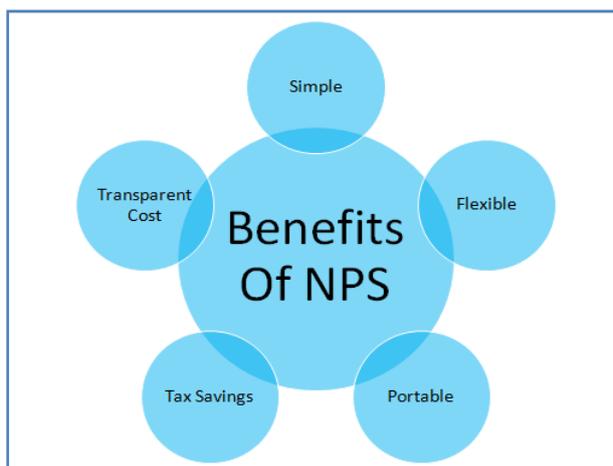
## **1.7 Services through CSC**

- **Jeevan Pramaan:** Jeevan Pramaan is Aadhaar based Digital Life Certificate for Pensioners. It was launched by Prime Minister Narendra Modi on 10 November 2014. It is expected to benefit over a crore pensioners. ... Jeevan Pramaan has been developed by the Department of Electronics and IT, Government of India. Jeevan Pramaan is a biometric enabled digital service for pensioners. Pensioners of Central Government, State Government or any other Government organization can take benefit of this facility.
- **National Pension Scheme:** NPS is an easily accessible, low cost, tax-efficient, flexible and portable retirement savings account. Under the NPS, the individual contributes to his retirement account and also his employer can also co-contribute for the social security/welfare of the individual. NPS is designed on Defined contribution basis wherein the subscriber contributes to his / her account, there is no defined benefit that would be available at the time of exit from the system and the accumulated wealth depends on the contributions made and the income generated from investment of such wealth. The greater the value of the contributions made, the greater the investments achieved, the longer the term over which the fund accumulates and the lower the charges deducted, the larger would be the eventual benefit of the accumulated pension wealth likely to be.

### ➤ **Who can join NPS?**

Any citizen of India, whether resident or non-resident, subject to the following conditions:

- Individuals who are aged between 18 – 65 years as on the date of submission of his/her application to the POP/ POP-SP. The citizens can join NPS as individuals subject to submission of all required information and Know your customer (KYC) documentation.



**Who Can Join ?**

You can join, if you are any or all of the following:

- Citizen of India; Resident or Non-Resident
- Age between 18-65 years, as on date of joining
- Salaried or Self Employed
- Complies with KYC norms

➤ **How and where one can open a NPS account?**

- For all citizens, NPS is distributed through Common Service Centres (POP) . To invest in NPS, you can open an account with a Point of Presence (POP) or online through eNPS platform.

One can open NPS account online through eNPS if you have :

- Aadhaar Card,
- PAN card with Savings account in one of the empanelled bank undertaking KYC verification online.

➤ **Features of the retirement account provided under NPS**

The following are the most prominent features of the retirement account under NPS:

- Every individual subscriber is issued a Permanent Retirement Account Number (**PRAN**) card and has a 12 digit unique number. In case of the card being lost or stolen, the same can be reprinted with additional charges.
- Under NPS account, two type of accounts – Tier I & II are provided. Tier I account is mandatory and the subscriber has option to opt for Tier II account opening and operation. The following are the salient features of the Tier-I and Tier-II accounts:
  - Tier-I account: This is a restricted and conditional withdraw able retirement account which can be withdrawn only upon meeting the exit conditions prescribed under NPS.
  - Tier-II account: This is a voluntary savings facility available as an add-on to any Tier-1 account holder. Subscribers will be free to withdraw their savings from this account whenever they wish.

Particulars	Tier I
Option of selection of the Account	Mandatory
Withdrawal Facility Available	Conditional & Restricted Withdrawal
Minimum Contribution at the time of A/c opening	Rs. 500

Minimum amount of subsequent contribution	Rs. 500
Minimum Contribution Required per year	Rs. 1000
Minimum no. of contribution per year	One
Frequency of contribution permitted	Unlimited

➤ **Portability features associated with NPS :**

- NPS account can be operated from anywhere in the country irrespective of individual employment and location/geography.
- Subscribers can shift from one sector to another like Private to Government or vice versa or All Citizen Model to Corporate Model and vice versa. Hence a private citizen can move to Central Government, State Government etc with the same Account. Also subscriber can shift within sector like from one POP to another POP and from one POP-SP to another POP-SP. Likewise an employee who leaves the employment to become a self-employed can continue with his/her individual contributions. If he/she enters reemployment he/she may continue to contribute and his/her employer may also contribute and so on.
- The subscriber can contribute to NPS from any of the POP/ POP-SP despite not being registered with them and from anywhere in India.

- **Funds contributed by the subscribers managed under NPS :** The funds contributed by the Subscribers are invested by the PFRDA registered Pension Fund (PFs) as per the investment guidelines provided by PFRDA. The investment guidelines are framed in such a manner that there is minimal impact on the subscribers contributions even if there is a market downturn by a judicious mix of investment instruments like Government securities, corporate bonds and Equities. At present there are 8 Pension Funds (PFs) who manage the subscriber funds at the option of the subscriber.

At present, Subscriber has option to select any one of the following eight pension funds:

- ICICI Prudential Pension Fund
- LIC Pension Fund Ltd
- Kotak Mahindra Pension Fund
- Reliance Capital Pension Fund
- SBI Pension Fund
- UTI Retirement Solutions Pension Fund
- HDFC Pension Management Company Ltd
- Birla Sunlife Pension Management Ltd.

However, this list may undergo changes if new pension fund managers are registered by PFRDA or existing players are de-registered by PFRDA.

➤ **Different Fund Management Schemes available to the subscriber**

The NPS offers two approaches to invest subscriber's money:

- **Active choice** – Here the individual would decide on the asset classes in which the contributed funds are to be invested and their percentages (Asset class E, Asset Class C, Asset Class G and asset Class A )
  - **Auto choice** – Subscriber has the choice of three lifecycle funds i.e Aggressive Life Cycle Fund (LC75), Moderate Life Cycle Fund (LC50) and Conservative Life Cycle Funds (LC25). Under lifecycle funds, the management of investment of funds is done automatically based on the age of the subscriber. Moderate Lifecycle Fund (LC50) - This is the default option under NPS For full details; one may go through website [www.pfrda.org.in](http://www.pfrda.org.in) wherein the full details of the investment choices and fund management details are provided.
- **Benefits offered under NPS and when one can be withdrawn:** NPS is a long term retirement savings scheme which builds up the pension wealth through effective investments of the subscriber contributions over the term of the subscriber's continuation in the scheme. The greater the value of the contributions made, the greater the investments achieved, the longer the term over which the fund accumulates and the lower the charges deducted, the larger would be the eventual benefit of the accumulated pension wealth likely to be. The subscriber can exit from NPS and withdraw the accumulated pension wealth in the following manner and no other exits or withdrawals are permitted:
- **Upon attainment of age of 60 years:** At least 40% of the accumulated pension wealth of the subscriber needs to be utilized for purchase of an annuity providing for the monthly pension of the subscriber and the balance (60%) is paid as a lump sum payment to the subscriber. If the total corpus is not exceeding Rs. 2 lacs, then the subscriber has the option to withdraw the whole corpus in lumpsum.
  - **Upon Death (irrespective of cause):** The entire accumulated pension wealth (100%) would be paid to the nominee / legal heir of the subscriber and there would not be any purchase of annuity/monthly pension. The nominee, if so wishes, has the option to purchase annuity of the total corpus.

**Exit from NPS before attainment of age of 60 years (irrespective of cause):** At least 80% of the accumulated pension wealth of the subscriber needs to be utilized for purchase of an annuity providing for the monthly pension of the subscriber and the balance (20%) is paid as a lump sum payment to the subscriber. If the total corpus is not exceeding Rs. 1 lac, then

the subscriber has the option to withdraw the whole corpus in lumpsum. Subscriber can exit from NPS only after completion of minimum 10 years in NPS.

**For subscribers joining between 60-65 years :** The exit conditions for subscribers joining the NPS beyond the age of 60 years in the NPS –Private Sector will be as under:

**(a) Normal exit:** The subscriber exiting after completion of 3 years from the date of joining NPS. In the normal exit, the subscriber will be required to annuitize at least 40% of the corpus for purchase of annuity and the remaining corpus can be withdrawn in lump sum. In case the accumulated corpus at the time of exit is equal or less than Rs. 2 lacs, the subscriber will have the option to withdraw the entire corpus in lump sum.

**(b) Premature Exit:** Any exit before completion of 3 years will be treated as premature exit. In such case, the subscriber will be required to annuitize at least 80% of the corpus for purchase of annuity and the remaining corpus can be withdrawn in lump sum. In case the accumulated corpus at the time of exit is equal or less than Rs. 1 lac , the subscriber will have the option to withdraw the entire corpus in lump sum.

**(c) Exit due to the death of the subscriber:** The entire corpus shall be payable to the nominee of the subscriber.

The subscribers would be able to purchase the annuities directly from the empanelled Annuity Service Providers as per their choice of annuity that is available in the market/with the ASPs.

➤ **Tax Benefits on Contribution to NPS :** For both salaried and self-employed individuals, an additional deduction for investment up to Rs.50,000/- has been provided under section 80CCD(1B) of the Income Tax Act, 1961 which is over and above the ceiling of Rs.1,50,000/-. Therefore, the total deduction that can be claimed for own contribution to NPS can go upto Rs.2 lakh.

### **Subscriber Registration**

- Vle to select National Pension Scheme (NPS) Service under Financial Inclusion on the <https://digitalseva.csc.gov.in> Portal.
- Put Aadhaar Number of Subscriber and run the authentication process
- Vle need to facilitate the customer to fill the form carefully.
- Subscriber need to fill the details of nominee. If nominee is minor then guardian details are also required. After filling the nominee details kindly **click on Add tab** so that details are successfully uploaded.

- Subscriber can select maximum 3 Nominee.
- Upload Subscriber Signature- Upload image with extension jpg or png or jpeg and maximum allowed size is 12kb
- After finishing vle can pay the amount from the wallet and provide the receipt to subscriber.
- VLE to send the Physical copy of the Subscriber form to the address mentioned in the footer of the form.

❖ **E-Commerce:** Ecommerce has allowed firms to establish a market presence, or to enhance an existing market position, by providing a cheaper and more efficient

*VLE to click on "Additional contribution" tab for the payment of additional contribution.*

*Put 12 digit PRAN number of the subscriber*

*Put the contribution amount and pay the amount from CSC wallet.*

**Print the receipt and give it to the subscriber.**



distribution chain for their products or services. One example of a firm that has successfully used ecommerce is Target. This mass retailer not only has physical stores, but also has an online store where the customer can buy everything from clothes to coffee makers to action figures.

#### **Some advantages of ecommerce:**

- Convenience. Ecommerce can take place 24 hours a day, seven days a week.
- Selection. Many stores offer a wider array of products online than they do in their brick-and-mortar counterparts. And stores that exist only online may offer consumers a selection of goods that they otherwise could not access.

#### **Some Disadvantages of ecommerce:**

- Limited customer service. If you want to buy a computer and you're shopping online, there is no employee you can talk to about which computer would best meet your needs.
- No instant gratification. When you buy something online, you have to wait for it to be shipped to your home or office.
- No ability to touch and see a product. Online images don't always tell the whole story about an item. Ecommerce transactions can be dissatisfying when the product the consumer receives is different than expected.

## ❖ UJALA

The initiative is part of the Government of India's efforts to spread the message of energy efficiency in the country. UJALA scheme aims to promote efficient use of energy at the residential level; enhance the awareness of consumers about the efficacy of using energy efficient appliances and aggregating demand to reduce the high initial costs thus facilitating higher uptake of LED lights by residential users.

### **For operations kindly refer enclosed process manual.**

Major Roles to be played by all VLE's under these Services:

- Procurement of Ujala products through Digital Seva Portal.
- Sale of Ujala products as per the listed MRP.
- Mandatory entry of the product issuance to each customer. This data will be required to process VLE payment.
- VLEs, who have received stock, have to punch on Digital Seva Portal.

## ❖ LED MMU

### **CSC PROMOTES LED BULB MANUFACTURING UNIT IN PURSUIT OF ITS MISSION TO CREATE ECOVILLAGES.**

- CSC SPV launched the service for LED Bulb Manufacturing to achieve our mission of converting rural villages into "LED Villages".

### **BENEFITS OF CSC LED BULBS:-**

- LED products of CSC lasts longer because no ballast is required to ignite the bulb. Solid-state technology means that all light is generated electronically, eliminating the need for a physical spark. This means that less parts of the fixture can break, further reducing maintenance time. LED driver is so strong that can manage the high and low voltages in the Villages.
- LED usage among our VLEs is on a steady increase in the light of Digital India and LED Village project. We will also help VLEs to get following registrations for their LED Setups:
- Details of the units with the information: Manufacturing Units introduce by CSCSPV at an affordable price.

### **A. TYPE LED MMU**

- Pro LED MMU Unit
- Basic LED MMU Unit
- Small Kit for Home Use
- LED Raw Material

LED light bulbs can be used anywhere to save energy and money. Available in a variety of shapes and sizes, these high-quality LED bulbs utilize state-of-the-art, high-performance technology and extremely durable.

## ❖ **SANITRY NAPKINS**

### **CSC SPV SANITARY NAPKIN assembling UNIT**

- CSC SPV has launched first of its kind MMU unit at their CSC Kendra in Telengana State. This MMU unit aims to assemble and manufacture sanitary pads for women's, almost 15 women's VLE are working it.
- Only 12% of India's 355 million menstruating women use sanitary napkins and approximately 88% of Indian women are using clothes, archer and husk sand.
- CSC SPV aims to encourage and increase awareness among women to use sanitary pads, by "Creating awareness of menstrual hygiene"

### **The main Agenda of Unit Setup:**

- Women Hygiene in India
- Following the Traditional approach till date
- Earning their livelihood in their house.
- A growth rate of over 25% to 45% is expected in India for the sanitary napkins market, which holds a huge potential and excellent profit margin for the assembling.

## ❖ **RAILWAY TICKETING (IRCTC)**

CSC e-Governance Services India Limited is delivering various IRCTC services through the Common Services Centre Network pan India.

## ❖ **PASSPORT APPLICATION**

- The Ministry of External Affairs, along with CSC e-Governance Services India Limited, has launched Passport related services through the vast network of Common Services Centres (CSCs) across rural hinterland.
- The CSCs facilitate filling and uploading of Passport application form, payment of applicable fee (through debit/credit card or through SBI internet banking/challan mode) and scheduling of appointment for the visit to the Passport Seva Kendra (PSK) at nominal charges. As per the appointment schedule, an applicant visits the PSK for completion of application submission process (including collection of digital photographs/ biometrics, verification of supporting documents and approval).

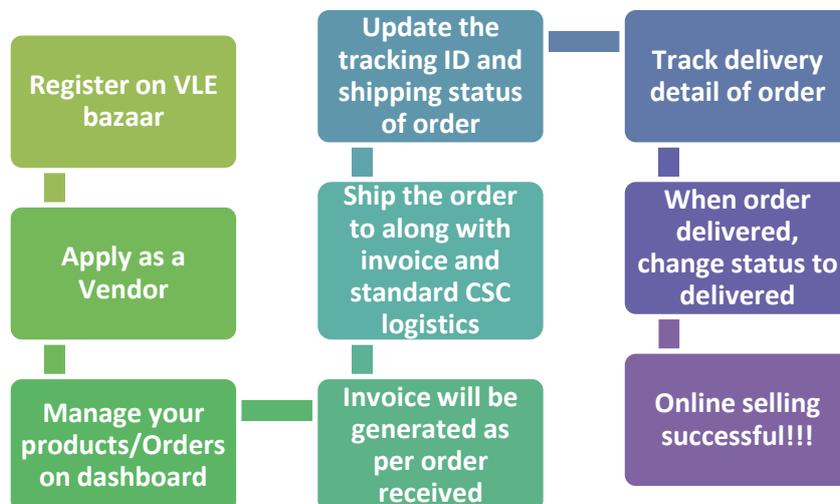
## ❖ CSC VLE BAZAAR

The journey started in 2016 when IT Minister Shri Ravi Shankar Prasad purposed that government must take initiative in building up rural platform. Prime focus for VLE Bazaar is to emerge as a strong player in the rural market by carefully identifying gaps in the rural market and crafting the right product offering for consumers. Our mission is to help these artisans create sustainable livelihoods for their families through the sale of their unique crafts. We create economic opportunities for artisan groups around the country where livelihoods, communities, and craft traditions are marginal or at risk. We offer access to new markets, business training, eco-effective processes and design innovation through a network of partners to promote sustainable growth and community well-being.

The initiative will transform the practice of this culturally rich and marketable craft into a competitive and profitable economic activity, benefiting not only 2,000 women artisans directly but also their families, communities.



### Process flow for buying on VLE Bazaar



### Process flow for being a seller on VLE Bazaar

## ❖ Wifi Choupal

- **CSC Wi-Fi Choupal Services India Private Limited** is a subsidiary incorporated under Companies Act 2013 by CSC e Governance Services India Limited, a special purpose vehicle (SPV) set up by Ministry of Electronics and Information Technology, Government of India to enable internet connectivity at Gram Panchayat.
- To realize the vision of Digital India programme into digitally empowered society and knowledge economy CSC Wi-Fi Choupal was introduced to enable last mile delivery of internet connectivity through Wi-Fi/Wireless and bridge the urban rural divide.
- CSC Wi-Fi Choupal initiative encapsulates enabling of Wi-Fi Service in 2.5 lakh Gram Panchayat by deploying low cost infrastructure thereby delivering services at an affordable price and reliable access of internet. CSC Wi-Fi Choupal makes requisite policy for facilitating internet service by integrating it with BharatNet end point/or any other service providers at Gram Panchayats (GP) providing last mile connectivity.

Wi-Fi Choupal essentially facilitates a Service Delivery ecosystem which can be used to deliver the following services:-

- Hi Speed Internet Access across village
- Free Wi-Fi calling solution
- Video Calling between local Smartphone possible without using telecom billing
- Streaming of Audio/Video Content (entertainment, edutainment and infotainment) over Smartphone and Tablets
- Mobile Commerce

## ❖ English Speaking

It has always been considered to be very essential to learn English in India. As British ruled India for more than 250 years there is a great influence of English language in India. Since then the elite class in the urban society used the language to communicate with the English people. English had always been treated as foreign language or the second language but it is considered to be one of the most important languages as it is one of the official languages in India.

In India 80% people are from the rural background who can't afford to educate their children which leads to unemployment. The so called developed countries are off shoring jobs to India, as they are getting the job done in a very cheap rate. So there is a big scope to find job in this sector, but unfortunately there are few candidates who are fluent with the language. English has emerged as a global language. Knowledge of English helps one grow professionally. Students in rural areas are at a disadvantage as far as English language skills are concerned and miss career opportunities due to this. In order to empower the rural

youth, CSC SPV along with Gurukul Online Learning Solutions (GOLS) is providing a basic online English course, 'English for Aam Aadmi'.

It is a bi-lingual course and anybody who speaks and reads Hindi can learn it. And for those who do not understand Hindi, there is a special module on Conversational English. The course teaches English as a means of oral communication, familiarising learners with the English alphabets, word formation, and sentence construction.

### **CSC SPV offers English speaking courses like:**

- 1) **CSC SPV and Gurukul Online Learning Solution (GOLS)** have come together with the objective of providing higher and professional education, skill development and vocational education to the rural community. The course is based on four basic principles of language development - Listening, Reading, Writing and Speaking. It gives an in-depth knowledge of English as a means of oral communication, making learners familiar with the letters of the English alphabet, word formation, sentence construction and everyday English speaking.
- 2) English is getting more important every day - it is a global language, spoken as a first language by more than 400 million people around the world and as a second language by approximately one billion people. It is the primary language in a number of countries, including the United States, the United Kingdom, Australia and Singapore and is also one of the official languages of South Africa. Estimates suggest that when native and non-native speakers are combined. In addition to the sheer number of English speakers on the planet, English is becoming more important every day in terms of career progression. This is because it is the dominant language in diplomacy, business, television, film, music, science, radio and information technology. Indeed, it is the primary language used on the world wide web and is also utilised as programming language, meaning that many careers require at least a basic ability to speak the language.

As a result of its increased global use, especially in industry, politics and online, learning English is now more important and beneficial than ever before. English speaking courses can play a vital role in opening up a number of new career options, as well as unlocking a range of other experiences. This is where Lingcod's online language school can be of service.

### **3) British Council**

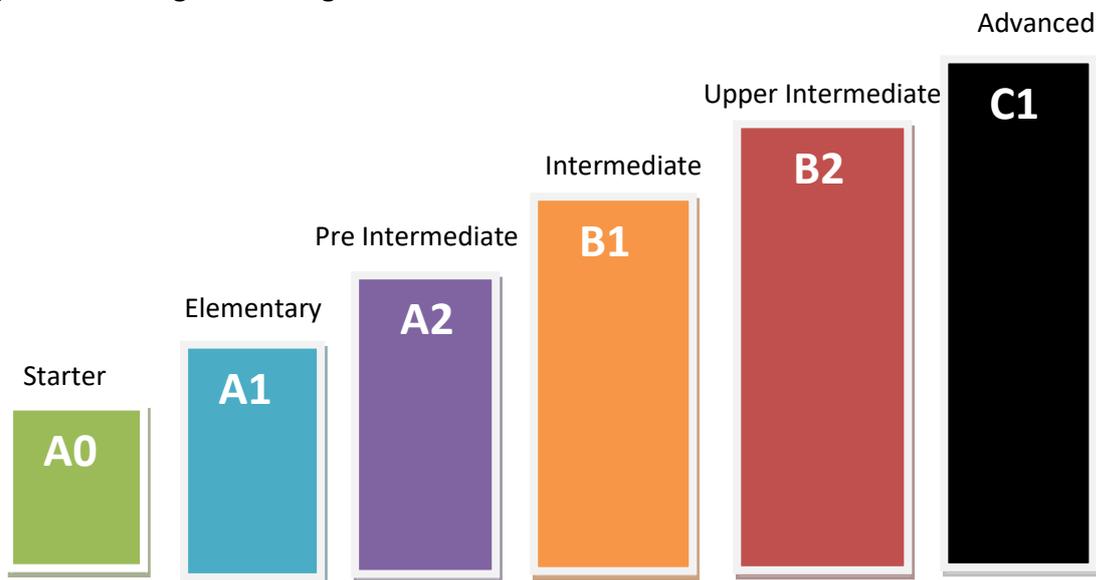
British Council has introduced an exciting new speaking skills course in all its Teaching Centres – Chennai, Kolkata and New Delhi. Our Spoken English courses are available at a range of levels and are designed to develop your speaking, listening and pronunciation skills for more effective communication in social, study and professional situations. These courses

will develop your confidence in using English through conversation activities, public speaking, extempore, interview skills and group discussions.

The British Council teaches over 30,000 students annually which means we understand the needs of our students and the challenges face. We aim to create an environment that is fun and interactive because we believe that if learners enjoy their classes, they are more motivated to progress in their studies. We aim to create an environment that is fun and interactive because we believe that if learners enjoy their classes, they are more motivated to progress in their studies.

Enroll for the right course and learn from our professional teachers who hold internationally recognized qualifications in teaching English. Our material gives you practical experience and skills to improve your English language abilities. Our specially designed courses are for adults looking to improve their proficiency in English. Whether you want to improve your overall communication, take an English exam, or simply want to develop your spoken English skills, we have the right course for you. All successful students will receive a British Council certificate at the end of the course. An introductory workshop by CSC SPV and “Khan Academy” was organised for the VLEs to expose them to the Khan Academy platform and content.

#### 4) Levels of English learning courses :



A Edutech in collaboration with British Council has designed and developed English strokes that bring together English and Cricket. Every candidate who will successfully complete the course and the activities will be awarded a certificate by British Council. To provide an English language course, which engages and delivers as supplementary learning?

It is British Council certified content. It is designed to let you have lots of fun and learn along the way Variety of listening activities, video content, games, Anecdotes, cricketer's profiles, conversations, cricketing facts, fun tasks and language exercises. Committed to provide high quality English language teaching and training.

**Course Details:** The candidates will get three months learning through online portal- course curriculum (2 hours of courses and can be re-taken by student as many times during duration of 3 months, plus a certificate from British Council upon successful completion of the activities)

**Course benefits:**

- Kris Shrikant will take student on a remarkable journey that will not only give the students skills to learn English, but also be a great experience which will leave them wanting more.
- Course provide hours of special activities and games that will help students get an all-round education, allowing them to evolve like complete cricketers who have been put through their paces.
- Student can learn English in a very interactive medium.

**Other Details:**

- Learn English from experts (British Council)
- Duration of course 3 months
- Learning at own places and with ease
- Certificate from British Council