

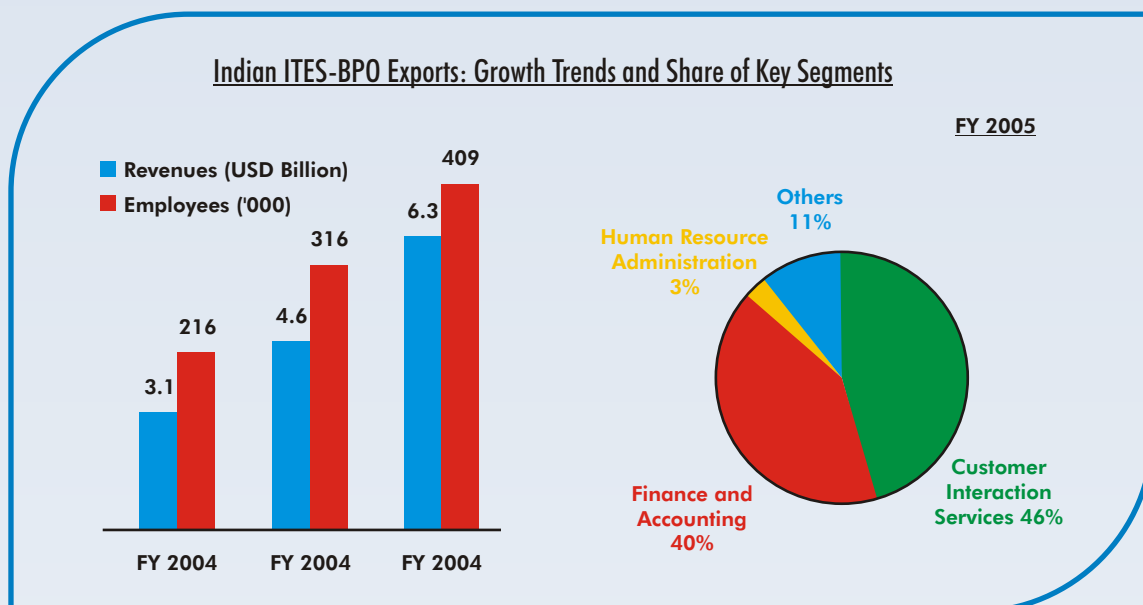


**STATION**<sup>TM</sup>  
LANGUAGE LAB

Scientific Way to Learn English

In the present world of IT and Internet today, English is the only language that links and merges everything together. Be it BPO (Business Process Outsourcing), Education, Cultural Exchange Program or IT, English is widely accepted as the medium of communication.

Let us look at the scenario of ITES (IT enabled Business Services) and BPO (Business Process Outsourcing) in India:



According to NASSCOM (National Association of Software and Service Companies) annual survey, revenues from the ITES-BPO industries are estimated to touch US \$ 6.3 billion in this year (2006). The two major sectors are 'Customer Interaction Services' and 'Finance and Accounting.' These two sectors provide ample opportunities to the skilled youth for employment and personal development.

Apart from BPO, the US and all other developed countries have been providing priority for employment in various fields to the personnel with proficiency and fluency in English. This highlights the growing demand for skill in global English.

To take the advantage of this, one must have the fluency and proficiency in English as a language. The 'voice and accent' of people from different areas of the world differs a lot. Both, the Americans and the British speak English, but their 'tones' and 'accents' are quite different. Sometimes it becomes difficult to properly understand what they speak.

## What is *Station-e*?

*Station-e* is a chain of language laboratories, equipped with modern and high tech language learning tools. *Station-e* provides complete solutions in English - from grammar to comprehension and 'voice and accent' to conversation. It has highly qualified staff and state-of-the-art facilities with a meticulously devised curriculum of International standards.

*Station-e* offers the training program in the following areas:

1. ITES-BPO Training Program (including call center training).
2. IELTS (International English Language Testing System).
3. TOEFL (Test Of English as Foreign Language).
4. Communicative English  
(with ad-ons for British & American accent training).



### 1. ITES-BPO Training Program:

The NASSCOM-McKinsey survey has shown that India is the most favourable country for BPO. This is because of its low operating costs, availability of skilled people, business environment and knowledge of English compared to other countries like China, eastern Europe and Russia. India has the third largest potential for higher education in the world producing 2.5 million graduates every year. What these graduates need is 'fluency and proficiency' in 'English'. With these qualities they can easily enter into the ITES-BPO market. *Station-e* has developed a special training program for candidates aspiring to be a part of call centers. The following is the outline of the curriculum:

Curriculum	Skills you Earn
Verbal ability	Grammar, sentence construction.
Spoken English	Voice clarity, fluency, vocabulary, accent, situational comprehension and presentation.
Listening and keyboard skills	Accent understanding, listening, keyboard skills and computer operations.
Comprehension and writing ability	Message clarity, comprehension skills.
Numerical and analytical abilities	Logical reasoning, numerical ability, understanding charts/ graphs and presentation.
Office software usages	Office tools, browsing, database management etc.
Special aspects	Training for skill development in the fields of Banking, Finance, Accounting, Insurance, Management, Health, Personality development etc.

As per the recent survey made by NASSCOM, by the year 2009, ITES-BPO industries in India will register revenue of US \$ 17 billion and about 1 million jobs will be generated. This phenomenal growth in BPO will be in various sectors like Business, Finance and Accounting, Insurance, Health and Medicine etc.



## What is the role of *Station-e*?

About 1 million skilled youth will be required by the year 2009 for the Indian BPO industries. No university or organizations can meet this demand as they have their own frame of working. *Station-e* works as a resource matching by providing customized training programs, required by BPO industries. At *Station-e* you will be polished and trained to develop the qualities befitting the needs for ITES-BPO. *Station-e* will also work as a bridge between 'You and the Industry' to help you find suitable job opportunities.



## Who can join us?

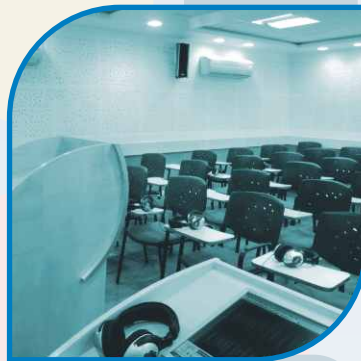
Any candidate with a zeal to learn new things and having an aptitude towards personality development and leadership can join *Station-e*. Computer awareness is preferred, though not absolutely essential. Interested and aspiring candidates with a focus on high goals, may also be considered and are welcome to meet us.

## What does *Station-e* provide?

Our course quickly analyses your English grammar skills and channels you to acquire fluency in spoken English. This is then followed by a thorough training in American as well as British voice and accent. You will be trained on state-of-the-art audio-visual equipments. The BPO industries need persons with knowledge of various terminologies and their definitions used in sectors like Finance and Accounting, Insurance, Banking, Health etc. Our expert trainers will guide you and teach you these essentials.

## 2. IELTS (International English Language Testing System):

This is a highly practical and valid system of assessing the English language of those seeking international education or professional recognition. It is a system that expects the level of English of the candidate to be up to international standards. *Station-e* offers a course which focuses on polishing the listening, reading, writing and speaking skills.



### 3. TOEFL (Test Of English as a Foreign Language):

This test is for students/ candidates going abroad, especially those whose mother tongue is not English. It is expected by the US and Canadian universities that the level of spoken English of a student/ candidate should be good enough to understand and that he/ she should be able to communicate clearly. Our course focuses on strengthening the elements of the English language with a special focus on Phonetics, Grammar, Vocabulary etc.

### 4. Communicative English:

Every person desires to have a good command over the language that he/ she speaks, so that the message is clearly conveyed to the listener. English, as compared to other languages is very vast in terms of rules of grammar, vocabulary etc. *Station-e* offers a unique course that is designed to improve the vocabulary of the student by exposing him/ her to new words with practical examples, thereby ensuring that these words are understood and therefore remembered. At the same time, grammatical and syntax skills are developed by practice and continuous usage. At the end of this unique course, you would find yourself more confident with the English language and would easily communicate with the skill and confidence.



*Station-e*: Complete Solutions in English Learning



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