





PSBB-vtransit Languages Abroad 2010-2011

Vtransit Consulting
A Culture Informatics Company



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- Localization & Consulting Partner
- ローカライズとコンサルティングパートナー
- Lokalisation U. Beratungs Partner
- Localisation Et Associé De Consultation



Languages Abroad

A Unique Program for PSBB Schools



What we Proposed – Languages Abroad

vtransit won a proposal in the year 2009 with PSBB to kick-start a Languages abroad program with the following focus

- ✓ An exclusive in-campus certification program designed for PSBB students based on tremendous response from career carnival 2009
- ✓ 8 Months relaxed program complimenting regular studies
- ✓ Blended Learning! Exciting new ways, using technology and focusing on communication & Cross Culture

Discover new worlds! Extend Your Reach! Connect with other cultures! Get a Better Education & Career!

What we Achieved

->

Hands-on & Cross Cultural Activities

- ✓ Make Students converse with Confidence in Japanese or French
- ✓ Hybrid Program bringing the best of Academics and Hands-on Learning together
- ✓ An opportunity to expose students to Higher Education in Japan and France
- ✓ Customized Lessons focusing on Conversation with Basic Reading & Reading Practices

- 20% of practical sessions in the following areas:
- ✓ Fun with Vocabulary
 - ✓ Short play by Students
 - ✓ Regular Weekly Speech Contests
 - ✓ Audio & Movie Programs
 - ✓ Introduction to Japanese & French Customs
 - ✓ Usage Skills in Japanese & French
 - ✓ Guest Lecture by Industry Experts

Our Next Proposal

vtransit is committed! We are proposing with a second year commitment on the following:

Batch of year 2009~2010 to Global Certification

-Create a new batch with focus on more participants and improvised process year on year

-We would continue to engage for next 5 year for the first batch role out to non-English speaking education opportunities in higher education



Welcome to Cross Culture Carnival

Lots of Fun...Activities, Games, Prizes!

We are the Champions!

We

The Raising Sun(s) & Da Vince(s)

from Padma Seshadri Bala Bhavan Senior Secondary School K.K Nagar cordially invite you for a prestigious cultural event on Japanese & French competency

Venue: PSBB - K.K. Nagar / T.Nagar
Rendez-vous : 20 / 27 Feb 2010

- Team PSBB Languages Abroad

Foreign Language Certification Program 2009~10

A Unique Program for PSBB Schools



- ✓ **Design:** Thoughts conceived from Career Carnival hosted by PSBB campus with more than 800 enquires on Languages Abroad
- ✓ **Conceive:** Pilot Project 2009 - Applications invited for 6, 7, 8 students with more than 460 enquires
- ✓ **Implement:** 112 students enrolled in 4 days of short notice
- ✓ Very cost effective in-house program at a very affordable cost of 3800INR for 7 months
- ✓ Rolled out sessions in 2 centers T.Nagar & K.K.Nagar in parallel exclusive to PSBB, Chennai
- ✓ Sustained Interest levels – Consistent turnout of [88]% throughout the planned course. One of highest of Training Industry statistics
- ✓ Hybrid & Conceptual learning. Academics blended with hands-on sessions
- ✓ Class level speech contests, cross-cultural & drawing competitions
- ✓ Cross culture Carnival held at K.K Nagar & T.Nagar for Japanese & French. Students and Parents participated to experience the kids learning foreign languages
- ✓ 40% enquiries on the day of cross cultural carnival for further training programs for International Certification

Talent Management



Vtransit Innovates:

Vtransit & Padma Seshadri

Bala Bhavan (PSBB)

(India's Leading Academic School)

[FLP] Foreign Language Proficiency Program in French & Japanese Language & Cross Culture

Class of 2009~2010

| FLP | T.Nagar | K.K.NGR |
|----------|---------|---------|
| Japanese | 15 | 17 |
| French | 50 | 30 |









FEEDBACK
Name - Shweta Gowthaman (V 4)
#10 - K. Gowthaman French
It was interesting and
innovative idea. The students
participated without any
inhibition to speak in French.
It was good to motivate to
talk in the language rather
than read and only write.
A nice idea indeed. merci

Name: L. VENKATRAMAN
Mo: L. Sujatha
It was interesting programme.
Students are interested in the
French programme. It is useful
life time.
L. Sujatha.

Student Name: SREENIDHI S.P.
Today's event an excellent.
I am surprised to see my
son is speaking Japanese.
Very innovative course.
Thanks to conduct this
program and invite parents also.
S. Sreenidhi

Student Name - Anusha Sharan
The French programme is
extremely innovative. The teacher is
very good and is providing a great
exposure to students. S. Sharan



S.S. KALYANARAMAN - FATHER
 J. SOWMYA - MOTHER
 Name of the student: K. Thanmathree
 VII - 'F'

→ Bridging the french culture with Indian culture
 → nice platform to learn foreign language to the kids.

→ Highly informative, thorough learning with fun & enthusiasm level. Good job.

French teacher is the great motivator for the students. Hats off to her.

Shankya

Very good work very well it encouraged my child to take a lot more interest. I should be happy it continue further. Since my son will be going to main school how is the move for the classes? Thanks
 shibi's Mom.

I feel very excited when my daughter tries to teach us a few words in Japanese. Please do continue your classes to the next level. Thank you
 Tsunethi's mom

I am happy that I had enrolled my daughter here. I'm quite confident that this course will benefit my child.
 Thank you.
 N. Mayuri
 Sumati



PSBB Languages Abroad – What Parents Say



Simply this is not a language class it is also motivation to send my child to this language programme. Excellent work by v.transit
 Ujaya S
 Mom of Pragnathi

Good opportunity for students to learn foreign languages. Wish the students stay in touch with the language they learn.
 Kanchanamma T.V
 F/o K.Amrita VIII - C.

A Great initiative! An excellent opportunity for the kids to be exposed to a new culture/language. All the very best!
 Yuseff Ali
 F10 - AFREEM SHAKIR

Excellent programme put up by the institute. keep it up
 M/o Yash chandhary VI
 Good beginning and excellent interaction. Keep it up
 P.V. Ganga SW VIII

മിസ്സിസ് ഉണ്ണിക്കുട്ടി മധുസൂദനൻ
 വെല്ലുവിളിക്കുന്ന പാഠ്യം, സിന്ധുവാഹിണി
 നാടകങ്ങൾ ആരംഭിക്കുമ്പോൾ
 സാമൂഹിക ജീവിതം മെച്ചപ്പെടുത്തും.
 മികച്ച പാഠ്യം സിന്ധുവാഹിണി
 പാഠ്യങ്ങൾ,
 കൃത്യം.
 (ജനകണ്ഠമിതി ഗ്രൂപ്പ്)



Proposal for [FLP] Foreign Language Certification Program 2010~11



Team Rainbow – Fundamentals [New 2010~2011 Batch in PSBB, Batch 2]

- ✓ Audience proposed for Japanese, German & French
- ✓ A 7.5 Months relaxed program complimenting regular studies
- ✓ More batches proposed in the year 2010 ~ 2011
- ✓ Proposal : Batch - 6,7,8,9,10 [Split them as Batch A - 6,7, Batch B – 8,9,10]
- ✓ Certification by vtransit

Team Inter [Continuing 2009~2010 Batch in PSBB]

- ✓ Audience proposed for Japanese, French who has completed Rainbow in the year 2009~2010 or have fundamental knowledge in respective languages
- ✓ A 7.5 Months relaxed program complimenting regular studies
- ✓ Proposal : Invite Team Rainbow 2009, students having fundamental knowledge and willing to get certified in A1 in French or JLPT 5 in Japanese

Certification Programs:
Team Rainbow: Certification by vtransit
Team Inter: Certification by respective recognized bodies upon successful completion of exams by the students

Commercials , Terms & Conditions

- ✓ Cost to Students – 4200 INR / student for the span of 7.5 Months for a 60 hour relaxed program
- ✓ Languages Proposed – Japanese, French & German
- ✓ Target – Create 2nd Batch of Languages Abroad program, Continue the first batch to basic International Certification
- ✓ A student volume of 25 per batch is a criteria to start, however based on the overall volume vtransit will express interest to start the batch
- ✓ A meeting with all Principals and Administrative stake holders requested to have a collaborative buy-in for the success of the program
- ✓ All other terms & conditions remain the same as to the proposal for year 2009~2010



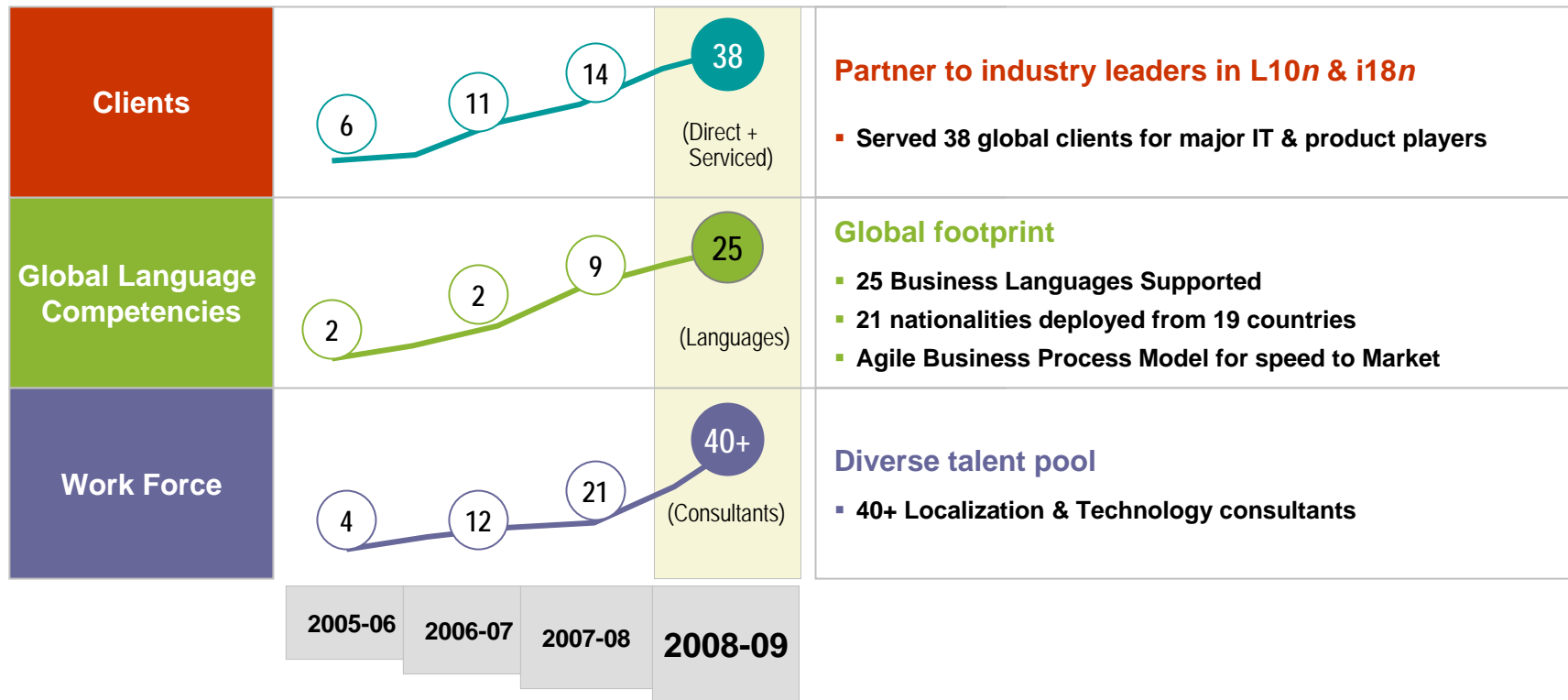
about - vtransit Langscapes

Who We are Culture Informatics Consulting



Sustained growth

Business Profile



Global Synergy, Local Presence



Who we Serve Industry Domain Spread



Who we Serve

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|--|--|--|--|--|--|--|--|--|
| BFSI | | | | | | | | |
| Product Engineering Embedded, Telecom & Mobile | | | | | | | | |
| Manufacturing | | | | | | | | |
| Media & entertainment | | | | | | | | |
| Retail / POS | | | | | | | | |
| Talent Engagement | | | | | | | | |
| ASP | | | | | | | | |
| Travel & transportation | | | | | | | | |



- ✓ Localized Content, web sites & Products in 25 International Languages
- ✓ Onsite / offsite execution of Localization consulting in support & Usability Testing
- ✓ Translated more than 15 Million words of Technical Design & Specifications since July 2004 in platforms MS Office, PDF, VISIO, C/C++, HTML-Interdev, ASP
- ✓ Handled 200000 Lines of Comment Reverse Engineering of C / C++, ASP / HTML
- ✓ Language Talent Management & Cross Culture Training in Japanese, German & French for Corporate and Schools
- ✓ Bilingual L1 & L2 Support for major clients in India on contract
- ✓ Placement services with Bilingual as special focus & a preferred vendor for placements with HCL, Infosys, Polaris, Collabra, Wipro, Deloitte

Europe & USA

- ✓ English
- ✓ Russian
- ✓ Ukrainian
- ✓ Serbian
- ✓ Hebrew
- ✓ Polish
- ✓ Spanish
- ✓ Portuguese-EU
- ✓ Portuguese-Brazilian
- ✓ Dutch
- ✓ French
- ✓ German
- ✓ Danish
- ✓ Hungarian
- ✓ Italian

Asia & Far-East

- ✓ Chinese [Traditional]
- ✓ Chinese [Simplified]
- ✓ Vietnamese
- ✓ Korean
- ✓ Japanese

Scandinavian

- ✓ Norwegian
- ✓ Swedish
- ✓ Finnish

Middle East & Central Asia

- ✓ Arabic
- ✓ Turkish