



Press Release

## Renowned Author, Mr Ruskin Bond Launches English Learning App For School Students: myELSA

### - And Also Announces 'In Search Of Young Ruskin Bond' A Short Story Writing Competition For School Students -

Kolkata, 2<sup>nd</sup> May, 2019: myELSA, the only English Learning App which will provide a blended learning solution for school Curriculum and spoken English Communication with integrated modules for students from Classes 5 - 12 was launched today by celebrated author, **Mr Ruskin Bond**. The app is available on Google Play Store free of cost.

myELSA, developed by **Creamson Intelli Pvt Ltd**, offers a 360-degree approach to English learning with built-in elements for suggestive studies and an adaptive testing platform. It provides a unique mix of features and enables easy usability. The unique thing that sets it apart from other learning apps is that, myELSA is the only app-based solution, delivering animated content for both curriculum and communication. The services would be available in English; however, there will be selected explanations in vernacular languages to benefit students from vernacular medium schools and state boards.

The app with latest teaching techniques provides interactive video sessions that will help students visualise the concepts. It also has more than 3000 professional teachers using the app who help the students learn in a stress-free, fun and engaging environment. The curriculum part of this online English learning program follows school syllabus mapped to CBSE, ICSE & State Boards.

The communication module has story-based learning components with CEFR guided assessments. It is based on four Major Skills; Listening, Speaking, Reading, Writing along with a continuous focus on two functions; Grammar and Vocabulary. The myELSA communication module can be used by anyone looking forward to a structured English learning from basic to intermediate and advanced levels and also for those who are taking TOEFL, SAT, GRE and GMAT etc.

"Stories are one of the best ways to get children interested in books and reading. Storytelling is also very effective in helping children learn a language, and the art of communication. The English learning app MyELSA's animated contents make this process easier. MyELSA is the only English learning solution that helps children with both the curriculum and with communication. Every child is unique, so is their pace of learning. Technology provides students with a personalised learning experience, and the best part is, you don't get a scolding from the teacher when you are doing your lessons online!" said **Mr Ruskin Bond**.

Knowing English is an essential skill for every student irrespective of their financial status. The objective of myELSA is to deliver quality English learning opportunity to the farthest corner of the nation, thereby empowering a student across socio-economic strata with an equal opportunity to become successful in life. The learning methodology here is story and activity-based learning with an Artificial Intelligence enabled platform which makes the app completely personalised to suit individual learning needs of the student.

To mark the occasion and encourage creative writing among students, a short story writing competition for the students of Classes 7 - 12, '**In Search Of Young Ruskin Bond**', presented by myELSA, was announced.

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Here the school students will have to submit a 200 - word original short story within 30<sup>th</sup> June, 2019. The winners in each segment (Junior:7 and 8, Intermediate:9 and 10, Senior: 11 and 12) will receive Scholarships worth ranging from (10,000 to 50,000) and the top participants can win a signed note of appreciation from Mr Ruskin Bond and Ruskin Bond books and Free 1 year subscription of myELSA Communication worth Rs 2999/-.

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“India has more than 250 million students in the K12 school system. 80% of the students complete schooling in vernacular medium schools. English becomes the medium of instruction for professional training and higher studies. We wish to provide a sustainable and structured platform for students to bridge this gap”, said **Mr Indranil Chakraborty, Founder, MyELSA.**

“AI and technology is revolutionizing a child’s learning experience worldwide. A completely personalized 24/7 available learning mentor who understands a child’s academic needs is the future of learning”, said **Mr Sanjoy Paul, Founder, MyELSA.**

“Through MyELSA, our dream is to help students from small towns like mine attending vernacular schools to communicate in English fluently, and get the same opportunities available to a student of a top English-medium school”, said **Mr Krishanu Guha, Founder, MyELSA.**

The company expects to acquire more than 10 lakh consumers in the app in the next 12 months from all across India.

#### **About Creamson Intelli Pvt Ltd**

Creamson Intelli Pvt Ltd was founded by Sanjoy Paul, Krishanu Guha, Indranil Chakraborty in May, 2018. The company’s endeavour is to provide "Marks and Fluency" to students who fail to reach their goal due to lack of proficiency in English. The beta version of the English Learning App, MYELSA, was launched on 26th January, 2019. It has 30000 plus users as of today. It’s a perfect blend of rich Content with AI-based advanced technology, which makes it completely personalized to the level of each student's and will give students a platform to communicate fearlessly with anyone taking help of myELSA which can mentor him/her 24/7. The Founders look forward to a day when nobody will be deprived of their dream because of their deficiency in English language.

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