

British Council and TeamLease partner to drive employability for one lakh Indians with English certificates

The partnership includes an investment of ₹ 7 Crore to subsidise the cost of EnglishScore certificates for 1,00,000 people, helping them to prove their English level to employers

Kolkata, September 23rd, 2019: British Council and TeamLease Group today announced a new partnership to offer a free mobile English test and certificate to 1,00,000 aspiring Indians by the end of 2019.

The partnership aims to create opportunities for young Indians to find better jobs by awarding internationally recognised EnglishScore certificates. India adds 12 million people to its workforce every year and there are 711 million people currently within the working age group of 18 to 59 years old. One of a number of upcoming initiatives between the two parties, this free English test and certificate will help people to understand their English level and offer proof to their employers.

British Council and TeamLease will work together to offer EnglishScore, the new mobile English test, to new and existing TeamLease users. The first 1,00,000 people to register and take the test at either www.teamlease.com/englishscore or www.freshersworld.com/englishscore will get a free British Council certificate (valued at ₹ 699 each) to showcase on their CV.

Barbara Wickham OBE, Country Director, British Council India, said, “Improving employability through English is a core part of the British Council’s purpose in India. We understand the need for a diverse and global workforce and this only happens through the accessibility of education across the country. We recognise the great work TeamLease are doing in employability and we are delighted to partner to increase the reach of our new free English test to India’s ambitious workforce.”

Companies offering some of the best paid jobs now require their employees to communicate effectively in English, and fluency can increase wages by up to 40% and 55% for young men and women respectively.¹ According to the India Skills Report 2019, employers place English language in the top 3 skills to look out for, whilst large multi-nationals such as Samsung, SAP, Renault and Microsoft have all adopted English as their global corporate language.²

Further to this employer demand, the National Education Policy 2019 also references the need to teach English to the next generation, “in addition to teaching languages native to India, English must also be available and taught in a high quality manner at all government and non-government schools”.³

EnglishScore is British Council’s latest innovation, set to transform English language assessment on a global scale. It is a 40-minute test that anyone can take for free on their smartphone using the device’s camera to prevent against cheating. After the test, the user instantly receives a score graded against an international standard, alongwith a breakdown of their results, and recommendations on how to improve their score, with the option to purchase a British Council certificate. Under this initiative, this certificate will now be available free of cost to one lakh users.

¹ <https://www.ideasforindia.in/topics/macroeconomics/does-it-pay-to-speak-english-in-india.html>

² P38, India Skills Report 2019: <https://www.aicte-india.org/sites/default/files/India%20Skill%20Report-2019.pdf>

³ Page 82, Draft National Education Policy (Revised), Ministry of Human Resource Development, Government of India: https://mhrd.gov.in/sites/upload_files/mhrd/files/Draft_NEP_2019_EN_Revised.pdf

British Council is rolling out EnglishScore around the world, investing to make it a global standard for workplace English. India has been chosen as the first launch market, due to its demographic dividend, committed workforce and growing demand for English in the workplace.

Michael Curry, CEO, EnglishScore, said, "Effective communication in English is such an important attribute now when employers are looking at hiring and developing their workforces. We want EnglishScore to become part of the fabric of connecting talented candidates with the best jobs they can get. We have found a like-minded partner in TeamLease, and we can't wait to start helping their customers."

Ashok Reddy, Co-founder & Managing Director, TeamLease Services Limited, commented "We are delighted to be working with British Council to offer EnglishScore to the next generation of aspiring Indians. At TeamLease, our focus is on 3 key pillars, employment, employability and ease of doing business, and offering this recognised English test to new and existing TeamLease members aligns perfectly with our mission to develop job ready skills for our youth and our vision of Putting India to Work."

On the back of the 2017 acquisition of job site FreshersWorld, TeamLease continues to prioritise developing the skills of India's young workforce. With over 300,000 new jobseekers registering with various TeamLease group companies every month, an EnglishScore certificate will help people stand out in a competitive job market.

Kaushik Banerjee, CEO, TeamLease E-Hire said, "We work with many large-scale employers to help them identify new talent and grow their workforce. Whilst organisations often express their need for quality talent, it's actually candidates with a good level of English that make the cut."

EnglishScore is available to download for free on the Google Play Store. To get one of the free certificate vouchers, register at either www.teamlease.com/englishscore or www.freshersworld.com/englishscore

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For more information regarding the partnership:

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British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We work with over 100 countries in the fields of arts and culture, English language, education and civil society. Last year we reached over 75 million people directly and 758 million people overall including online, broadcasts and publications. We make a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive 15 per cent core funding grant from the UK government.www.britishcouncil.in

TeamLease

TeamLease Services is India's leading Human Capital Company offering a range of solutions to 3500+ employers for their hiring, productivity and scale challenges. A Fortune India 500 company listed on the NSE & BSE, Teamlease has hired 17 lac people over the last 17 years and has 2 lac+ open jobs everyday. One of India's fastest growing employers, Teamlease also operates India's first Vocational University and India's fastest growing PPP National Apprenticeship Program. The company offers solutions to large, medium and small clients across the 3Es of employment (1.5 lac+ employees), employability (2 lac+ students) and Ease-of-doing Business (1000+ employers).

EnglishScore

EnglishScore is British Council's new free mobile English test. Designed to help millions of people to unlock the potential that the English language gives them, the free test assesses a test-taker's proficiency in grammar, vocabulary, reading and listening and can take up to 40 minutes to complete. Test-takers are awarded a CEFR level based on their performance and have the opportunity to purchase a certificate to prove their level to employers. Based on an individual's goals and test results, EnglishScore also recommends British Council English courses to help them improve their level.