

## British Council announces strategic partnership with Sri Sri Academy to expand partner English Language Centre model

- Sri Sri Academy first British Council Partnership Centre in India to offer British Council's globally successful Early Years Learning Programme designed for young learners aged 5-6 years
- Under the programme, a new course 'Learning time with Timmy' will offer English learning experience to nurture creativity among children

**14 January 2020, Kolkata:** British Council, the world's English teaching experts, today announced a strategic partnership with Sri Sri Academy, Kolkata. The partnership underlines the British Council's commitment to provide access to its world-class, output-oriented English language courses to people across Kolkata by expanding the number of its Partnership English Language Centres. Through the partnership, Sri Sri Academy becomes the first centre in India to offer the British Council's globally successful and highly popular **Early Years Learning programme**.

The first course aimed at the early years learners aged 5-6 years will be **Learning Time with Timmy**– an interactive course for young minds designed exclusively for the British Council by the Academy Award winning **Aardman Animations**. The course brings English language lessons to life with kids' favourite character Timmy, star of Timmy Time, to help deepen engagement with children thereby enriching the learning experience. A fun and engaging way to learn English, the course is designed to nurture a child's creativity and social skills as they learn English language.

The launch was announced in the presence of Allan Taggart, Regional Director English, South Asia & Sub-Saharan Africa, British Council and Antonius Raghubsanie, Head India Teaching and Cultural Centres, British Council along with Debanjan Chakrabarti, Director East and Northeast India, British Council and Suvina Shunglu, Principal, Sri Sri Academy.



Speaking on the launch, **Debanjan Chakrabarti, Director East and Northeast India, British Council** said, *"We are excited to launch the Early Years Learning, a fun new programme to ensure that the children enjoy a happy and memorable learning experience. Built on our experience of English teaching, the course has been designed to engage children and improve learner outcomes. Our team of dedicated and specially trained teachers will make children feel completely supported throughout the learning process, in a safe environment."*

*"It is also a moment of delight that Kolkata becomes the first city in the country where this course will be available in partnership with Sri Sri Academy (SSA). Along with this course, we also announce that SSA will be our second partner English Language Centre. Being the world's English experts, we hope to continue our endeavour of improving English language proficiency by providing courses at various convenient locations of the city," he said.*

In September 2018, British Council announced its first partnership English Language Centre at South City International School (SCIS). Since the launch, working professionals, college students and children from Kolkata have been exposed to greater opportunities through English at new partnership centre. The Sri Sri Academy centre aims to further help many more interested learners across Kolkata to improve their English language proficiency.



*SuvinaShunglu, Principal, Sri Sri Academy said, "The British Council, one of the oldest educational and cultural organizations in the city, has been working to provide quality education and it gives me immense pleasure to be associated with the British Council. At Sri Sri Academy, we are working towards nurturing young minds into accomplished, confident and dynamic citizens of tomorrow. With this partnership, I hope that we are able to progress in this direction."*

The Early Year course will be taught by experienced teachers who specialise in innovative educational methodologies. It is designed to improve children's confidence and equip them with 21<sup>st</sup>-century skills through tried and tested approaches, built up over seven decades of experience.

The programme will allow children to gain improved mental agility through multi-sensory activities like crafts, rhymes and games in English. The course will help develop communication skills and lay the foundation for excellent pronunciation. This will also help children acquire an interest in the English language and develop a positive attitude towards learning.

**Early Years Learning programme is open for all at Sri Sri Academy.** The course duration will be 10 weeks for 1.5 hours. The dates and timings will be:

- 21 January to 24 March for Sri Sri Academy students (INR 5500)
- 25 January to 28 March for non Sri Sri Academy students (INR 6000)

Interested parents can find more details about courses on <https://www.britishcouncil.in/english-5-6-year-olds>

### **About the British Council**

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