

HOW GOOD IS YOUR WARD'S ENGLISH?

**Can your ward speak and write
English fluently and accurately?**

EnglishMaster™

GOOD ENGLISH COURSE

GIVE YOUR WARD THE GIFT OF THE ENGLISH LANGUAGE

**Here is an excellent opportunity for English medium
students of VIIth to XIIth Std. to master good English.**

Launch an independent learning process at home.

EnglishFountain

Institute of English Language

202, Champa Sadan, Near Hotel Sai Leela, Veer Savarkar Marg,
Vasai Stn.(W), Tal.: Vasai, Dist.: Thane, Pin. 401 202, MS, India.

Tel.: 95250 - 2338576/ 3090568 (0250 from outside Mumbai)

e-mail: englishfountain@englishfountain.com

Visit us at: <http://www.englishfountain.com>

Tomorrow belongs to those who prepare for it today. And that Today is NOW!

Attention ☐ Dear Parents!

Give your wards **EnglishFountain's EnglishMaster™ Good English Course** and put them ahead of others in today's competitive world.

EnglishMaster™ Good English Course is a unique opportunity for your wards to achieve higher excellence in English. Ask any educationist and he will tell you that students should achieve higher excellence in English during their school years. That is the best period to master the English language by achieving fluency and accuracy in both spoken and written English. **EnglishMaster™ Good English Course** is India's first of its kind course exclusively dedicated to achieving higher excellence in English at school level.

Invest in your ward's English. Your wards will remain grateful for this wise investment. Give them excellence in English to face the future confidently and ably. Give them the great competitive advantage of higher excellence in English.

The importance of English as the language of knowledge and international communication needs no explanation. As per a recent survey by the **Central Institute of English and Foreign Languages (CIEFL), Hyderabad**, not more than 5% of people in India can handle text in English. English-literate population has become an asset for our country. Human resource skilled in English is a definite competitive advantage of India vis-à-vis other countries like China, Japan, Germany, Russia and others. Realising this, China has taken up teaching of English on war footing. To take Mr. Azim Premji of Wipro and Mr. Narayanan Murthy of Infosys seriously, China will leave us behind in producing more software professionals very soon. They now understand what kept them lagging behind in IT technologies.

Excellence in the English language is a very powerful personal competitive advantage. Many high caliber people have to lose vital career opportunities for want of excellence in communication skills in English. English is the mother tongue of the future. Lack of excellence in English can keep you wards backwards. So, '**How is your ward's English?**' is a serious question for you. Think it over.

Studying in English medium is not enough

Even English medium students who study English as their 'First Language' lack good excellence in English. Many of them have poor speaking and writing skills. Many brilliant students do not get good marks in English. Many lack fluency and accuracy of expression.

Maharashtra State Bureau of Textbook Production and Curriculum Research of Government of Maharashtra has clarified in the preface to KUMARBHARTI Std. IX stating that '**greater attention has been paid to language than to literature. This decision to play up language stems from a belief that the student of English-as-first-language has fluency but often lacks accuracy. Also he/she has adequate proficiency in listening and speaking but often lacks the ability to read and**

write well enough. Therefore, the four language skills, reading and writing have been emphasised.'

Excellence in English must be achieved in school years. Studying English should not be limited to giving exams. English should be mastered as the language of global communication. Excellent writing skills should be developed. Good knowledge of grammar and vocabulary development must be emphasised. Besides, unlike Science and Math, English as a language should be studied with a different approach. Language is to be '**learnt**' and not merely to be '**picked up**'. ☐

An independent, systematised study is required for achieving higher excellence in English. **EnglishMaster™ Good English Course** is developed by English language experts at EnglishFountain keeping in view the future linguistic needs of ambitious students. Schools years is the right time to master English. Mind you, tomorrow belongs to those who prepare for it today and that today is Now!

GIVE YOUR WARD THE GIFT OF THE ENGLISH LANGUAGE.

EnglishMaster™

Good English Course

EnglishFountain offers a unique **EnglishMaster™ Good English Course** for English medium students of VIIth to XIIth Std. This is an important opportunity for students to achieve higher excellence in English during school years.

This is the first of its kind home study course that systematically trains students to master the English language and develop excellent linguistic skills. Language learning essentially self-learning. The SSC Board has explained the philosophy behind its new course book wherein the emphasis has been shifted entirely from teaching to learning. Now the student is recognised as the centre of all learning and the responsibility for learning has been squarely placed on him/her. **EnglishMaster™ Good English Course** sharpens your wards abilities for self learning. Experienced teachers, educationists, linguists and parents have welcomed **EnglishMaster™ Good English Course**

The focus of this unique course is on word power development. Excellent word power is necessary for fluency in writing. This helps students in scoring very high marks in exams. Over 50% marks questions are on writing skills (Essay/story/ Letter/ Report writing, and Grammar.) Development of writing skills require a sustained effort and disciplined study under expert guidance. Writing skills are very important in all future careers. Note that excellent word power is necessary for fluency in Writing. **EnglishMaster™ course** trains your wards in writing skills development. Students find mastering English with it very exciting and enjoyable. Good English lessons the burden of study of other subjects. This course does not put any additional burden on students.

Course Contents

Part I (Total 7 month)

- ◆ Spelling Master (1 month)
- ◆ Grammar Master (3 month)
- ◆ Word Master (Verb Master, Noun Master, Adverb Master, Adjective Master, Idiom Master, Phrase Master, Collocation master, etc.) (3 month)

Part II (3 month)

- ◆ Reading Master Vol. I, Vol. II, Vol. III
- ◆ Reading For Understanding ◆ Comprehension Master

Part III (3 month)

- ◆ Accuracy Master (Grammatical Accuracy, Choose and Use the Right Word, RightPro, etc.)

Part IV (2 month)

- ◆ Communication Master (Writing Master, Speaking Master, etc.)

Part V (2 month)

- ◆ English for Competitive Exams (for competitive entrance exams like CCEE, TOEFL, IELTS, GRE, GMAT, CET, CAT, SAT, etc.)

Part VI Project Work (1 month)

- ◆ Study of 'Ignited Minds' (by Dr. APJ Abdul Kalam, President of India)
- ◆ (The Book is provided as part of the course material)

Duration : 18 months.

Course Fee : Rs. 9500. (No installment facility)

(To be paid by a Crossed Cheque / DD drawn
in favour of 'English Fountain')

***FREE!!!**

- ☞ **FREE Chambers School Dictionary**
- ☞ **Good Reading Volume for reading in vacation**
(excellent motivational writing)
- ☞ **Leadership Development Course**
- ☞ **Creative Writing Module**

EnglishMaster™ Good English Course

Frequently Asked Questions

Why this course?

My ward studies in an English medium school? So why should he/she join EnglishFountain's EnglishMaster™ Good English Course?

Our answer is one word "For Higher Excellence."

It is important to understand what Bharat Ratna JRD Tata once said, "A good plumber is better than a bad scientist." One must strive for excellence.

As explained earlier, it is very necessary to study English during school years to achieve higher excellence in English. This course is dedicated to train your wards to achieve that competitive higher excellence in English.

EnglishMaster™ Good English Course is exclusively dedicated to achieving higher excellence in the English language. True competition is based on excellence.

Why more focus on word power?

You see, students study grammar in greater details in their school. Teachers work hard to train your wards in grammar in both written and spoken English. But it is not the same in case of word power. Word power is the key to fluency and accuracy development. Students must learn more and more words to express themselves fully.

Given the social environment that students have in school and at home limits their opportunity to learn new words. Their word power does not grow rapidly. They keep on groping for word. You will observe your wards speaking Hindi or words from other languages when they speak English. This is because they do not know enough words and cannot handle them adequately. Special, focussed, dedicated study is required to master more and more words. WordMaster unit offers your wards this unique opportunity. This course dedicates a major part to word power.

What your wards will learn in WordMaster Unit?

The English language is a very rich language. It has millions of words. But we do not use all these words. There are words one must know to be able to use English effectively. These are 'Must Words'. Words are the real armoury of a person.

English language experts at EnglishFountain have identified these Must Words after a planned research and based on these words have developed this unique WordMaster Unit. The focus of this unit is on mastering hundreds of new words which make our expression fluent and accurate in English. These Must Words include : Must Verbs, Must Nouns, Must Adjectives, Must Adverbs, Must Idioms, Must Phrases and words from allied vocabulary. (The same is in case of all modules).

🦋 How the course is conducted?

This is essentially a home study course. A correspondence type course. Quality study material is provided to your wards. The study material is organised in a very systematic manner. It makes your wards work with words very systematically.

Every month a package of study material is couriered to the student. Every package has a home assignment. Our experts critically evaluate these assignments send them back to the student with remarks and instructions. Lessons are in lucid English, and very interactive as if the teacher is sitting with your ward and teaching him. At the end of the course there is an exam.

Students enjoy this course. It is not at all an additional burden on their studies. It makes their study easy. Your wards have to give just half an hour every day or three hours a week to complete this course. No wonder, hundreds of parents enroll their wards for our courses. Need we say, this is a very important investment in your ward's future? Of course, we motivate your ward to work hard.

🦋 Can my wards study English on their own?

Definitely. Note that language learning is essentially an ecological process - something that is done on the basis of 'self-learning.' Classroom training is not sufficient. The learner has to be empowered to learn on his own.; this is especially true when it comes to mastering new words. Words could be studied independently and by self-study. Experts have made it clear that self-study is the best form of study to master a language. It is something the learner discovers and grows with it. This course will cultivate in them the habit of self-study. Learning new words is a very enjoyable activity. We are reminded of Late Nani Palkhivala's exhortation to the youth: "Cultivate your mind". One needs good language for intellectual development. Excellence in language is directly linked to personal excellence.

🦋 Already they have lot of study to do. Will this course burden them?

Definitely not. Your wards will find this course very interesting. Note that with their growing command over the English, they will find their regular study becoming easy. With better command over the language students can understand easily and quickly. They can retain more and reproduce more. In no way this unique course will burden your ward. Your wards need to study minimum 3 hours. Your wards will have Daily Reading Pack. Students are losing their interest in extra curricular reading. The reading material is selected by expert, experienced teachers. The topics make inspiring reading. Reading is to mind what exercise is to body. Good reading is a good diet that nourishes the intellectual and enriches us.

🦋 How do they monitor their progress?

There are task sheets your wards will solve and send them to us for evaluation. Our experienced teachers will evaluate them and will send return them with the next month's study package with necessary instructions.

IMPORTANT: Please read the following points carefully and understand them well.

1) Note that we are quite confident that one can definitely improve one's excellence in English by studying *EnglishMaster™*, we would like to submit to you that learning is a never-ending process. There are many more words (thousands and lakhs of them) in English. You need not ignore them. This course for obvious reasons keeps itself limited to certain word target. It is not all in all. This course is not the end, but just an able beginning. Keep learning. Study with a right attitude. You are invited to master the language and conquer the world. This course will provide a solid grounding in the English language.

You must understand that your success in enriching your English with this *EnglishMaster™* course will directly depend upon your persistence and determination in studying this course. This course is based on determined hard work. We do not make any claim to achieve for you instant fluency and accuracy by any short-cut method or miraculous technique. You can't learn to play sitar or tabla in an hour or a week, or even a month. You must work persistently. The secret of success is, indeed, the constancy of purpose.

2) The study material is fully copyright and must not be used for any purpose than other than for the study of the learner. The material must not be stored, transmitted, copied or translated in any language any form whatever. Violation of this condition shall be dealt with stringent criminal proceedings.

3) The fee or any part of it is not refundable on any account. It is our obligation to dispatch the study material as per the schedule. Study material is not supplied in one lot. Requests for one time dispatch of the study material will be entertained.

4) Any legal dispute shall be subject to the jurisdiction of the courts in Mumbai.

Ponder Over These Thoughts...

- *"To score top marks for winning a place in the merit list, SSC students must score very high marks in the language papers. Excellence in English is very necessary. Students must work hard in their school years to achieve good command over English."*
- Dr. Hatvalane, Father of Amol and Vinaya who stood first in both SSC and HSC exams.
- Nothing in the world can take the place of persistence. Talent will not; nothing in the world is more common than unsuccessful men with talents. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. -Calvin Coolidge.
- "The only thing I would whip schoolboys for is not knowing English." - Winston Churchill, former Prime Minister of Great Britain
- "One picture is worth a thousand words", goes the timeworn maxim. "But," one writer tartly said, "it takes words to say that." - Chambers.
- We live by words: *love, truth, God*. We die for words: *liberty, glory, honour*. They bestow the priceless gift of articulacy on our minds and hearts from "mama" to "infinity". And the men who truly shape our destiny, the giants who teach us, inspire us- leads us to deeds of immorality are those who use words with clarity, grandeur and passion: *Socrates, Jesus, Luther, Churchill*". - **Leo Rosten**.
- Words are the voice of our heart – **Confucious**
- "Words are the most powerful drug used by mankind." – **Kipling**.
- The use of the right word is more important than the right argument.– **Joesph Conrad**.
- Language is the armory of the human mind—**Calvin Coolridge**.
- Language is the immediate gift of God. - **Noal Webster**.

About *EnglishFountain*

EnglishFountain offers excellent learning resources to achieve higher excellence in the English language. Excellent need-based courses from basic to advanced levels are offered. EnglishFountain is committed to sharpen India's competitive advantage by enhancing the knowledge of the English language.

Designed by a team of English language experts and trainers these courses are an opportunity to achieve higher communicative competence in English to exploit global career opportunities.

EnglishFountain offers ambitious people to achieve required linguistic skills in English for career progression. Courses offered by EnglishFountain are highly acclaimed.

EnglishFountain believes that human resource trained in English is a vital basic infrastructure. People with excellence in English are 'Capital Assets' for the society.

EnglishFountain is engaged in extensive research in human potential development through higher excellence in English. A team of linguists is developing new technique and methods of teaching and learning English. EnglishFountain is an associate institute of 'KnowledgeFountain.'

Prakash Almeida

MA (Eco), MA (Hist.), DBM, DCSM, DSEI, DEIM, DMM, DMC (Journ.), DES, DAPR

Director, KnowledgeFountain

Mr. Almeida is author of over 15 books. He has edited and translated many books on a variety of subjects. Mr. Almeida is also a certified counsellor. He is a trainer and motivator. He is associated with many national and international institutions.

ADVISORY BOARD

Shri. Sheshrao Chavan Vice-President, Association of World Citizens (a UN Institution), Vice Chancellor, Maharashtra Vocational University, Chairman, Bhartiya Vidya Bhavan, Aurangabad Kendra, Chairman, Centre for Environmental Research and Education, A'bad, Founder, Institute of Solid Waste Management, Mumbai. He is author of over 15 books. He is a well known Gandhian.

Maj. Gen. Euctas D'souza PVS (RETD) Eminent Defence Analyst and Columnist

Prof. A.V. Mandke- B.E. (Mech), B.E. (Met), M.E. (Mech), Ph.D. (Mech), IIT, Mumbai. Past President, Bombay Productivity Council, Professor- MMS, Univ. of Mumbai.

Prof. Avinash Biniwale Eminent Linguist, Columnist and Author

Ms. Shaila Nazareth Eminent linguist and trainer. (CIEFL and Cambridge Trained)

Rev. Fr. Stephen Almeida - MA, MMCI, B.Ed. Educationist

Prof. M.A. Sampson, Educationist and author

EnglishFountain

(A Div. of Human Capital Development Resources)

202, Champa Sadan, Near Hotel Sai Leela, Veer Savarkar Marg,
Vasai Stn.(W), Tal.: Vasai, Dist.: Thane, Pin. 401 202, MS, India.
e-mail: englishfountain@indiatimes.com

Tomorrow belongs to those who prepare for it today. And that Today is NOW!

ADMISSION FORM

EnglishMaster™

GOOD ENGLISH COURSE

Date :

Name :

Address :

.....

.....

Tel. E-mail :

Studying in : Std. School :

Hobbies are :

Details about reading: 1) Newspapers : (a)

b)

2) Periodicals (Weekly, Magazines, etc.) : (a)

b)

5) Preferred reading : Short stories / Novels / Adventure / Humorous / Poetry / Science Fiction / General Knowledge Books / Historical Books / Comics / any other

.....

6) Library membership :

7) Ambition in life :

FEE payment details enclosed with this is a Demand Draft / Crossed Cheque for Rs. 9500 drawn in favour of EnglishFountain'.

Sign. of the Parent : Place :

Sign. of the Student : Date :