People around us suffer a lot due to lack of proficiency in English language. They fail to get employed where they wish to or dream to. They fail to find their goals meet due to lack of effective knowledge of English language. They fail to perform and showcase their talents because of language barrier. They fail to communicate effectively and can’t get the results which they deserve to. Why do they fail though there are more than some hundred thousand teachers teaching them English from school days? Why do they fail to communicate though they have studied English as a subject in each year of their academic courses? Why do they fail to learn English language though they are smart, intelligent and capable enough to learn other things? According to National Spoken English Skills Report by Aspiring Minds, out of six hundred thousand engineers that graduate every year, only 2.9% students have proficiency in English which is required for high end jobs. The larger gap was found in Engineers with reference to elements of Spoken English, pronunciation, fluency and grammar. Only 6.8% students could show their ability to speak/respond spontaneously. 30,000 engineering students from 500+ various engineering colleges across India were tested according to Common European Framework of Reference for Languages (EEFR) and the findings were shocking.

On the coin side of the fact, as per the facts and figures from “We are Social”, there are 243 million active users of internet in India out of which 185 million users, access internet from their smart phones. 11% of total population uses Social media based applications and 16% of the total population watches YouTube
videos from their phones. According to Informative Mobile Insights (US) – APAC in 2014, India has been ranked no. 1 for using WhatsApp in which average 42 minutes of engagement has been observed.

These were the reasons why the researcher aimed to find the gap and bridge the same using technology for effective English language learning and teaching.

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