Chapter - 1

Preamble

1.0 Introduction

English is a piratical language, with a long history of plundering other tongues and making off with their words. The richness and vigor of the English vocabulary arise directly from this ability to absorb words from places as far apart as the fjords of Scandinavia, the plains of India and the islands of the Caribbean. If English as a language has expanded its bounds wider still and wider, so have the people who speak it – with the result that what began as the language of a group of wandering German tribes has become the mother tongue of more than 350 million people around the globe. And about the same number have at least a working knowledge of English. In large parts of the former British Empire, English has retained great significance even where very few of the population speak it as a mother tongue.

In South Asian countries such as India, Bangladesh, Sri Lanka, Nepal, Pakistan and Burma; English is probably the most lasting legacy from colonial times. Attempts have been made, for instance in India, to replace English as the language of government, the courts and the higher education. They have so far failed. The openings that English provides for international commerce and its freedom from regional rivalries have made it indispensable.

1.1 English: The building blocks

The form of English used in South Asia is mainly British, though as elsewhere American is beginning to make itself felt. There are in fact, many different varieties of English in use in South Asia. The educated classes speak and write Standard English, while further down the social and educated scale forms are influenced by any of the many indigenous languages. Standard English has taken in many words from languages in India and other parts of South Asia. Well-known examples include
bangle, bungalow, curry, gymkhana, jungle, pyjamas, verandah etc. With South Asia-a large number of local words are used by Standard English speakers, especially to refer to local phenomena – foods such as the lentils: urad and moong and articles of clothing’s such as choli, dhoti and sari. The position of English on the international scene now seems unassailable.

The political and economic power of Britain in the last century and of the USA in this; makes English a necessity for people looking beyond their immediate environment. Although such estimates are always open to dispute, it is reckoned that at least 700 million people have a fair degree of proficiency in English, about half of whom have it as their mother tongue. There are perhaps another 300 million who can get by in English. Only the official dialect of Chinese, Guoyu, rivals English for its number of speakers, but it is limited geographically. Like Latin, before it, English has become, in the 20th century, the usual means of communication between people with no other language in common. English is the chief language of science and technology. It is nowadays some two-thirds of scientific papers are written in English, often of a highly formulaic kind. By an agreement made after the Second World War, aircrafts pilots and ships’ captains on international routes need to have proficiency in radio English.

Despite of the efforts of the French to maintain the status of their language, English has become the language of international diplomacy. It has official status in more countries than any other. It is the official language of Commonwealth and of the International Olympic Committee. English is amongst the six official languages of the U.N and amongst organization’s two working languages, French being the other. English is also the language of popular youth culture. Many young people- in Finland, Japan, Peru or almost any part of the globe – seem to learn as much English from records as from their teachers.

Pop musicians in many countries often sing in English and even put together their own lyrics from a mixture of classroom English and phrases picked up elsewhere. Attempts have been made to produce a form of ‘Basic English’, with a simplified spelling, vocabulary and grammar. But since the real type is so influential and
accessible, Basic English is unlikely to get further than Esperanto, Volapuk and other artificial languages. Most languages now take loan from English than from any other language, often through the medium of pop music, advertising, films and American culture in general. Over 2000 expressions have been recorded in French alone. In some countries this trend is resented.

Samanth Subramanian starting late created a site on 'India after English' states, "English was brought by the Britishers to India — the unobtrusive heap of their watercrafts and in acumen, its strength seems recognizable. At the time of India's advancement in 1947, here general more than 1,500 vernacular, and a commonplace power tongue was discriminatingly required. India's first Prime Minister, Jawaharlal Nehru, had right away required this association with be Hindustani, an unite of Hindi and Urdu. Regardless the south Indian states of India, where an extraordinary numerous individuals talk an exchange individuals of tongues, restricted, and finally, the country moved to English. India's Prime Minister Nehru, who had scholarly at Harrow and Cambridge, didn't address: English was the vernacular of headway and science; without it, Nehru thought, there was the danger of "becoming priggish in our own negligible universe of India."

Nehru drove the social occasion of the Congress party who cutting-edge Hindi as the lingo of the Indian nation. After a cautious and troublesome open thought with the non-Hindi speakers, Hindi was announced as the power lingo of India in 1950 with English proceeding as an accomplice official vernacular for quite a while of period, after that Hindi would transform into the fundamental power tongue. The Indian Government endeavored tries to make Hindi the sole power tongue after 1965 was not unremarkable to various non-Hindi Indian states, which required the moved ahead with usage of English.
The Dravida Munnetra Kazhagam (DMK), a successor of Dravidar Kazhagam, drove the limitation against Hindi. To conciliate their burdens, Nehru requested the Official Languages Act in 1963 to ensure the undertaking with use of English past 1965. The substance of the Act didn't fulfill the DMK and extended their helplessness that the insistences given by him may not be regarded by future association. Under marvelous weight from Nehru's daughter, Indira Gandhi, the then PM of India Lal Bahadur Shastri decided the issue and offered insistences to the non-Hindi talking communicates that English would continue being used as the power vernacular the length of they required. The Official Languages Act was finally modified in 1967 by the Congress Government headed by Indira Gandhi to attestation the uncertain use of English and Hindi as official vernaculars. This successfully ensured the current "virtual uncertain methodology of bilingualism" of the Indian Republic.

1.2.0 India: World's second leading English Speaking country

A week after week diary named "India Tribune" says that over a hundred million English speakers in India. As indicated by the overview of the Wikipedia, India's appraisal of 350 million populace incorporates two classifications — "English Users" and "English Speakers". The contrast between the Speakers and Users is that Users just know how to peruse English words while Speakers know how to peruse, comprehend and talked English and in addition structure their own sentences to change in English.

- India's aggregate populace is more than 1.1 billion. By age demographics, 54 percent of India's populace is less than 25 years old year - that is a huge 550 million youngsters.

- Percent of English speakers in India's populace fluctuates with age — English speaker's percent is better among more youthful Indians than the more seasoned Indians. In India's white collar class families, the most folks may not be speakers of English however the youngsters are speakers of English.
• While the Indian enumeration has not really tallied the numbers, In India English speakers are assessed from 33 percent of her populace (350 million speakers) in the extent 9 percent of her aggregate populace (100 million). The most customary appraisal is 9 percent or well more than 100 million speakers.

• Today, it can be sensibly evaluated that India has over around 100 million English speakers and 350 million English clients.

• After the USA, India is absolutely the world's second biggest English talking nation (300 million - close to 100 percent of

1.2.1 English usage in India

• India is known as the place where there is differing qualities, is like the whole European landmass. Every Indian state, which practically equivalent to the measure of an European nation, has its own dialect and its own way of life. Every dialect which has a place with India is particularly unique in relation to an alternate. Most Indian dialects have their own script — the scripts are particularly not the same as an alternate. Indeed, ten scripts are from India, out of aggregate twenty five scripts created on this planet by the humanity till date. In India for an individual flying out to an alternate state, it is similar to heading off to an outside nation.

• As a reality, today most taught Indians are utilizing "English" as a medium of talking. At the point when two individuals in India from diverse states meet, they for the most part correspond in English with one another.

• English is the dialect of government, all organizations and instruction.

• In India the whole instruction at college level is in English — very much alike to that of in the USA.
• In India each PC client utilizes Microsoft Windows — English-version. Windows Vista of Microsoft discharged in 2006 has just given backing to Indian dialects and under one percent of all PC clients in India utilizes Indian dialects for PCs.

1.2.2 English in media

• The high quality TV has no less than 25 English directs in every significant city of India. There are numerous Indian English channels and others are the American/Western channels.

• The Times of India is formally the world's biggest offering English dialect every day daily paper, an English dialect day by day daily paper in India.

• Besides the outsourcing of their business methods to India, now some Bollywood (India's Hollywood in Mumbai) ventures are doing outsourced work for their Hollywood partners.

1.2.3 Role of English in India's social fabric

• In India not every individual can talk English. In the rustic agrarian zones not very many individuals talk English while, in urban ranges, a higher rate of individuals talk English.

• Fifty four percent of India's populace is under 25 years old — that is a tremendous 550 million youthful Indians. The percent of English education is much higher among youthful Indians. For getting an entrance into corporate in India English aptitudes are critical instruments.

• English aptitudes are a piece of the social progression in India. Sober-mindedly every individual in the upper working class and higher class segment of the Indian culture is conversant in English. Actually, familiarity with English is
somewhat an essential for the upward development in the class step. An Indian ambitious person with deficient English aptitudes who is upwardly portable effective is not viewed as blue-blooded enough and is persona non-grata at nation clubs or the turf clubs of India. A fantastic illustration is the contrast between the English-talking movers and shakers from Indian organization, the force flexing non-English talking Indian lawmakers and the mechanical factions.

1.2.4 English ability of Indians

• Many Indians in India have brilliant English aptitudes dissimilar to the next non-local English speakers in Asian nations. Credit is given to ahead of schedule begin of English instruction for eras; numerous Indians have close local composed and verbal English aptitudes.

• In USA, consistently more than 75,000 Indian understudies take affirmation in Universities. Understudies who are in USA-bound Indian college don't have much trouble in TOEFL or after they get in a USA college.

• The prime part of English dialect in the public eye of India is creation new era of Indians to have close occupant English aptitudes — despite the fact that the adolescent ones are still in the primary schools. This is outlines by a shallow visit to any of India's KG or nursery schools.

1.3 Education of India and English Language

English is universal language accepted all over the world. In various countries, it is a sign of people's aspirations for quality education and knowledge. The usage of English language in our country has been a unique factor. As per educational point of view, English language indeed plays a very important role. Excellent quality in education and advanced studies in areas of science like medicine, engineering, technology etc. are impossible without English language. Maximum correspondence of industry and commercial life of India is done mainly in English language.
At present age, in our country, English language is the widely taught as second language, practically at all levels of education. All Universities, senior and junior colleges have separate departments for teaching English language. The impact of English is much more rewarding in all the stages of life. Every person has a dream that he should study in English learn to speak fluently. English is not only compulsory subject in schools and colleges in Maharashtra but also in overall India. Professors give more importance to English. But it has been observed that students are facing many problems in learning it.

As known to everybody, English became the main language of India with the British establishment. It is a alien language and is considered as a succeeding language in India. The learners face many problems in the process of learning it. The students face many difficulties in learning the proper accent, pronunciation and sentence structure, grammar, vocabulary and other aspects of English. Regional mother tongue interference makes it very difficult for them to acquire the four skills of language at one time i.e. reading, writing, speaking and listening. This creates a critical pedagogical and educational problem in the students of Maharashtra state. Teaching of English in India therefore is challenging task.

There are many excellent teachers, but it is indeed regretful to note that something is wrong with the teaching part in schools of India. Students are taught this subject for about five to six periods per week from first standard to tenth standard. But they lack the ability to speak and write in English with minimum errors. They are unable to know the usage of most common sentence structures of English.

The conditions under which English language is being taught in India are far away from satisfactory results. It is right to say that in many situations English language used is somewhat a mismatch between the knowledge possessed by someone and the demands of the situation. But, if this mismatch is too great, one cannot progress ahead in language learning. In order to outwit such problem, care should be taken to imbibe teaching the students this language from the elementary stages itself. This issue depends on the degree at which English as a second language is acquired through natural development and exposure to it in a meaningful environment can contribute to
effective learning. The English teachers and the energetic research scholars should take initiative in this field and introduce innovative and interesting methods of learning and teaching practices.

1.4 Present India grows with the power of English

Times of India dated 13 December 2014 published amazing facts about the English enrichment in India. In 2010, Teach India decided to focus specifically on underprivileged youth to enhance their employability by imparting spoken English skills. With the British Council as its knowledge partner, the initiative is implemented through a network of partner NGOs and an army of volunteers presently outfitted in Mumbai and Delhi/NCR. The initiative focuses on imparting spoken English skills and promoting volunteerism to deprived youth to enhance their employability. In various parts, for example, retail, accommodation, health awareness and BPO, English has turned into the favored dialect of discussion. Development in expert life relies on the certainty to speak in English. Indian Government likewise recognized Spoken English as an expertise.

The accomplice NGOs that are subject for dealing with the everyday undertakings and group effort and classroom logistics as for the activity are executing this plan. The prime vitality of this activity is the idea of volunteerism as it includes volunteers to execute the project on ground. Huge NGOs, roused volunteers, and eager learners are incorporating this system. An extension between the learners and the potential managers is constructing by The Times Group.

The editorial of Times of India on the day of the launch put it, "Modern India's greatest leveler and its salvation is Education. Education is the tide that lifts every boat. We are bound to the cycle of birth, but the meanest bonds of economic and social enslavement are snap by the education. It is the path out of the slum, the route out of the caste ghetto, the road to the high table."

1.4.1 Teach India’s Impact
In 4 years, Approx. 30000 lives are changed by the Teach India by giving them talked English abilities furthermore by encouraging in beginning up the vocation. By this project, Learners are increasing fearlessness in correspondence as well as landing Position Offer letter instantly after the culmination of the course and supporting their training and gang. In The most recent year Teach India saw learners performing splendidly in the occupation fairs - with just about 70% applicants landed position offers, through the fairs. The 2000+ volunteers saw the progressions who have volunteered with us; the change from the decimating and impactful experience of their 100 days venture at Teach India-NGO focuses, which are grown all over the place on Mumbai and Delhi map.

1.4.2 Success stories of Teach India Mission

• Full of beans about the job

As barista maestro with Costa Coffee at Delhi’s South Extension, Uma's day is a whirl of grinding, brewing, mixing and serving. Yet she perks up at the mention of Teach India. "The classes did much more than just polish my English speaking skills. Teach India trained me to mingle with people and gave me the confidence to speak up," says the 22-year-old.

Full of beans about the job today, it's hard to believe that two years, Uma was unsure about pursuing a career. After Class XII, she did a diploma course in web design but failed to find work in the field. "I thought I would just give tuitions at home," she says, of the opinion it best suited her reticent nature. It was at this time that one of the teachers from her web-designing course suggested the Teach India classes, which focus on English conversational skills, would help her find work. Uma enrolled, and went on to ace the first interview she'd ever done at the Teach India job fair and landed the Costa Coffee job. She's been with Costa for the last two years, in which she has been promoted from an entry-level position to barista maestro. Recently awarded ‘Best Performer' of Costa Coffee in North India, she is on the fast track, slated to become a manager in three months.
"Uma has grown a lot and become an inspiration for other employees on the floor. We want more Umas," says her Costa Coffee manager Prasasti Bali. Uma says her father, who runs a small construction business and mother are pleasantly surprised by her success. "They never thought I would do anything, and still find it hard to believe that I commute from Shahadra to South Extension every day," she says, with a laugh. Her two elder sisters too are proud of her accomplishments. "There is a big change in her personality and nature. Earlier she did not know how to speak to people or handle situations," says elder sister Komal, whom Uma considers a role model.

The financial independence Uma has gained from the job is yet another reward. She's happy to be able to spend money on her family, having just bought her elder sister a salwar-kameez birthday gift. She continues to expand her English vocabulary by reading Durjoy Datta. "I would encourage any young woman having trouble finding a job to enroll with Teach India. It has changed my life," she concludes.

**Talking to a prince in Queen's Language**

Most callers on the helpline run by Alzheimer's and Related Disorders Society of India (ARDSI) start in "full-on English" says Neha Saxena. The 26 year-old has been manning it for three years. It would've been daunting - Neha did both school and college in Hindi medium - if she hadn't participated in Teach India in 2011. "I had a Master's degree in political science by then but my inability to converse in English was holding me back. I lacked confidence," says Saxena, "Teach India helped me overcome that."

Saxena keeps busy now; calls on the helpline are diverted to her mobile phone and she gets them on all seven days. "Mondays are busiest and I get 15-20 calls," she says, "Rest of the week it's 10-12 daily." Many of them are from abroad. "People call us from America and Australia and I can explain everything to them easily," she says. There's much to be explained too. With each request for help, information is shared, appointments made and mails sent. But to meet Prince Charles at an NGO this year, she had a friend who helped her prepare a script. "I had it all written down and
mugged up," she smiles. Except when the moment came she drew a blank and was forced to speak extempore. "I spoke to him but I have no idea what I said."

- **How Ramesh Chandra taught his wards lessons in English to face the world**

Ramesh Chandra's students picked up English; Chandra learnt patience. Now 64, Chandra signed up for Teach India in April 2011. He'd retired as IG in the Central Reserve Police Force a few months before and was looking for an opportunity to "contribute something to society" when he saw the advertisement. Chandra wasn't totally green as a teacher when he joined. He'd helped establish a CRPF training school in Gwalior in 2004 and commanded a training centre in Srinagar over 2005-2006. "But my boys there were already highly disciplined," he says. The batch of 20 at Om Vihar Ph-I wasn't. "They'd talk, come late and talk in Hindi despite my instructing them to speak English in class," recalls Chandra laughing, "I hadn't seen this in my institutions." But as his class grew on him, Chandra pulled strings with the CRPF to help them test their newly-acquired spoken English skills. "I borrowed a minibus from the battalion at Vikaspuri and took the learners to India Gate, Qutub Minar, Akshardham and Garden of Five Senses.

There, I encouraged them to chat with foreigners: ask them where they're from, how they like India," he says. With a few other volunteers, he developed an extra module - they called it "Face the World" - on preparing for interviews. Chandra has completed three cycles with Teach India. For the last two, he was on more familiar turf training probationary police personnel and Tihar Jail officials. But for him, the first was most rewarding. "By the end, every learner could speak about themselves or an issue in English, they'd grown so confident. And many of them got offers at the job fair held at the end of the cycle."

- **Lessons did wonders for his self-belief**

Haunted by the demon called depression, Rohit Rathore's father lost his factory job. All that was taken for granted - the meals, the clothes, the fees - was now in doubt. Everybody felt squeeze: the daily misery of life when a family is without its
breadwinner. Being the eldest of four siblings, Rohit felt the weight of expectation on his young shoulders. Within weeks, he graduated to a man weary and burdened by anxiety.

A commerce graduate, Rohit had an aptitude for computers. He had done a small course in accounting software and joined a local computer institute for a salary of Rs 7,000 per month. Rohit knew it wasn't enough. But his efforts to secure better jobs failed. He never passed the interview. "I lacked confidence," he says. A student he had taught once told him about TOI's Teach India campaign. After spending three months with the programme in the spring of 2013, Rohit felt upgraded and improved. "My self belief went up many times. I enjoyed the way they taught us. We played games like Hot seat, which helped us improve vocabulary. I could speak better English. I will always be indebted to Mr. Manoj Gambhir who taught us," he says. Now 23, Rohit works as an account executive in Datamation, a company that provides a range of IT services.

"Doing well in an interview," he says, "isn't how much you know but how you present your view to the person asking the questions." By his own admission, he interacts with a range of clients with ease."Once I had to speak with a client from Kerala who didn't know Hindi. But I handled the job. No problem," he says. His overall salary works out to Rs 14,500 per month. Rohit's father passed away this year but not before getting his sister married. Of his two brothers, one cannot hear or speak. "It is still a lot of responsibility. However I know I am on the right way. I have set higher objectives for myself. I read English newspapers like TOI. We must keep improving all the time," he says.

1.4.3 Glorious Outcome of Teach India

In the four years since it was launched with a new, more sharply defined focus, the programme has achieved more than they had dared to hope for. Already, 30,000 students have passed out of the programme. That's 30,000 young adults whose lives have been changed for the better. They thank to over 150 partner
NGOs and more than 2,000 volunteers, these students are now an employable workforce.

1.5 English Teaching Aid for vernacular School in Maharashtra

In April 2012, NGO Muktangan, Bombay Community Public Trust (BCPT) and Tata Interactive Systems (TIS) collaborated to help young people in state-run and private vernacular medium schools to give splendid regulated clever English demonstrating aides in light of the organization supported instructive project beat the English limit and become employable. For demonstrating understudies from Std. 1 – 4 DVDs are being made. The DVDs are about joined with the organization insisted instructive module and they display the thoughts from course readings in an engaging way. Though there is gigantic effort included in assignment and change, these DVDs are being revolved around free nearby and common schools.

The instructors are being given a proficient teaching help and urge children to learn in a straightforward and fun way. Every people from the organization has an accurate part to play in this movement. The instructional procedure, representations, fusing and testing the DVDs are made by the Tata Interactive Systems (TIS). Bombay Community Public Trust (BCPT) is in charge of Administration, raising cash & accounting and undertaking coordination. Muktangan is responsible for coordinating the demonstrating system used as a piece of DVDs and giving a stage to customer testing. Beside these three, NGO Learning Space Foundation helps in allotment of the DVDs and Tech Mahindra Foundation moreover gives budgetary help.

For India, with a particular final objective to genuinely hold its own particular spot on the overall stage, there is a need to upgrade the limit of under- extraordinary children to grant in English moreover upgrades the way of guideline allowed to them. Vital test of India is unemployment – and un-employability of a prevailing piece of the masses of the nation who are unequipped for passing on successfully in English. More than eighty percent of the posterity of India joined the state-run schools where English is not the crucial medium of direction. A sweeping number of work-force who is sure about English-talking would upgrade their pay levels and holding power for speedier
budgetary improvement of the country. Fundamentally there are three issues of India on the course to employability:

1) Students are less positive about English vernacular.

2) Teachers are not suitably arranged to show English tongue.

3) There is nonattendance of incredible quality, Indianized, instructive module associated substance that engages learning of English.

This arrangement intends to overcome inadequacies of teachers of English in non-English medium schools and create English social capacities in under unique young people. This course of action is expert by offering uniform tongue capacities to understudies through inventive electronic learning substance with an enthralling instructional framework approach and inducing existing teachers to improve their aptitudes. This affiliation appreciated the right swarm to concede such modernized learning. Robust foundation in English is best collected at an early stage is perceived by them – in this way the portrayed target age-social event favored was from first to fourth standard School understudies and Teachers at free and state-run and negligible exertion furtively run balwadis, vernacular schools and schools around the local area of Maharastra.

1.5.1 Points that make the program/project innovative:

• The course books are nearly connected with the DVDs to make the methodology simpler for the instructors to receive and take after. There are numerous other comparative projects that have not been so effective on the grounds that they don't take after techniques that are connected with the educational module.

• To arrange the instructors individualized Teacher's Training is led before rollout in schools.
• To run on the most fundamental TV set and VCRs in a school DVDs were outlined. The vast majority of the schools in India don't have PCs, however have TV sets which have been given by Municipal Corporations/ Donors at low expenses.

• The dialog and voice-over has a simple to perceive Indian stress – that separates it from generally accessible universal CD ROMs – where understudies battle to comprehend the stress.

• Unique Instructional outline Approach is the finest approach to show dialect is to immerse the learner in the diverse employments of the dialect, and make them overlook they are learning. Stories, Songs and rhymes are joined so understudies can tune in, appreciate, rehash and learn. For understudies regular correspondence settings were shaped to rehash after the system, sanction circumstances and learn every now and again utilized developments. Understudies are empowered to distinguish letters and some straightforward words by sight.

• Teacher's Guide in English and Marathi was structured to help instructors utilize these DVDs. Instructor's aides outline the show thing/ action in the DVD maps to that page in the book. It additionally clarifies how the educator can direct exercises in view of the show screens in the DVD.

• By remembering the intended interest group visual methodology was outlined, with liveliness, splendid hues, activity, understudies as essential characters, and Indian settings which the kids are acquainted with. The characters connote the diverse religious gatherings in India, kept up sexual orientation parity and the whole approach is comprehensive. As the understudies growing up Repeatability of the indistinguishable characters help them in relating in a superior manner, and also help to deal with the expense of generation.

• For the instructors who are not capable with intuitive projects, the route interface is striking and simple to get to. Route that is conceivable with TV remote makes it simple for the instructor to move around openly and not be attached to a PC console.
• The showing systems utilized have universal benchmarks and exploration premise in spite of the fact that the connection, characters and settings are all Indian. For instance in the DVDs phonics is secured in incredible subtle element.

• The remarkable organization between, Tech Mahindra BCPT, Muktangan and TIS and NGOs, for example, Learning Space Foundation for Learning Space Foundation for dissemination makes this project successful.

1.5.2 **Achievements of the programme/project:**

• The project has gotten an extraordinary reaction from educators and understudies and has been come in more than seventy five Schools in Mumbai and provincial Maharashtra.

• This system has enhancing and reinforcing the picture of vernacular schools and has been helping in drawing in more folks to bring their kids to these schools.

• The capacity of vernacular schools has backed by this type of mediation to keep on giving great instruction in all subjects — with the extra advantage of making their understudies capable likewise in English.

• The accomplishment of the project is connected with youngsters with inabilities and with the impeded kids.

• Only free vernacular schools would give great nature of training to the poorest of poor youngsters to impart in English as those going to special schools and enabling poor kids to show signs of improvement openings for work, helping the clever ones to seek after higher studies, and providing for them more prominent self-assurance. So, this project bails them to climb out of the endless loop.
1.5.3 How the program can serve as a model that can be replicated or adapted by others:

- The instructional approach is as of now demonstrated; the DVDs and instructor preparing manuals are prepared. Energetic accomplices can join the project and help in spread of the substance in more schools.

- This activity is run intentionally by a gathering of people focused on a reason and no benefit is included this. It demonstrated by the project those good experts can attain to ponders for the underprivileged by cooperating.

- Curriculum connected substance is less demanding for educators to adjust to furthermore recognized effective learning models for elementary school understudies was distinguished by them by the examination. The fruitful learning models and examination a can be reproduced in different States and different sheets.

- They have fabricated certainty through this activity in numerous civil schools that taking in an outsider and the apprehension of showing and troublesome dialect (English) can be succeed. Through this system targets of Sarva Shikshan Abhiyan and making quality instruction accessible affordably and generally to kids from the poor class of the general public can likewise be sa

1.6 Personality and Individuality

The word “Personality” is derived from Latin word Persona, which means “mask”. Actors of Greek used a mask to veil their identity on stage. Later the Romans adopted this dramatic technique to whom persona denoted “as one appears to others” not as one actually is. Present day scientific concepts of personality stress the motivational as well as the behavioral aspects of personality. They emphasis not only how the individual appears to others but what he actually is and why he is as he is. Most of the scientific definitions of personality include the main points stressed by Gordon W. All port when he said that personality is the “dynamic organization within the person of those psychophysical systems that determine his characteristic behavior and thought”.

Individuality refers to the uniqueness of personality. According to All port “Personality itself is a universal phenomenon though it is found only in individual forms. It is observable in the appearance and behavior patterns of the newborn infant and become more pronounced with passing year. Individuality is more due to quantitative differences in personality traits and to different combinations of traits than to qualitative differences in the traits. It is caused partly by hereditary differences resulting from differences in combinations of genes and partly by environmental factors that influence the unique hereditary potentials differently.

Individuality increases as children grow older. Inherent traits begin the process of maturation and environmental influences especially social conditions begin to shape the personality pattern. The hunger drive, for example, is universal and demand satisfaction, but the methods used to satisfy the drive and the degree of restraint placed on it when it comes in conflict with other drives are different for each person and are responsible for individual differences in personality patterns.

Concern with, personality manifest itself in many ways, two of which are especially important. The first is a desire to create a favorable impression on others and the second is a desire to judge accurately the personalities of others. First impressions, which are based on physical appearance, dress, name, behavior, speech and many other factors result in a person being categorized as belonging to a certain personality “type” because he has some characteristics associated with that type. A person typed in this way develops a reputation which is used to judge him in the future and which once established, it is difficult or impossible to change. Knowing this to be true, most people try to create a favorable first impression.

The second important way in which personality consciousness shows itself is in the desire to judge others accurately. Success in any social situation, whether it be in the home, the college, the community or the world of work, depends largely upon one’s ability to get along well with people. Getting along well with others is a two way proposition. One must not only create a favorable first impression, but one must be able to assess others correctly so as to act in a way that will continue to impress them.
favorably. The ability to get along harmoniously with others becomes increasingly important as one approaches adulthood.

Many factors contribute to the first impression that a person makes on others. Like facial expression, gestures, body build, name, sex appropriateness, racial features, speech, general poise, behavior at first meeting etc. Experience with many people in a variety of social situations contributes to the ability to size up the members of a group and predict what their wishes will be. Leaders are chosen, in part, because of their recognizable quality of “sensitivity” to other people.

Heredity inherited by an individual at birth from his ancestors is a great factor in personality development. The hereditary factors of the personality are there that reside in the child from the moment of conception. The heredity of an individual is unchangeable. In the development of the individual, heredity plays a definite role.

1.5 Determinants of Personality:

The shaping of our personality is influenced by several factors. Major among these are:

- Heredity
- Traditions
- Family background
- Our Experiences of Life
- The People whom we interact.

- Heredity:

- What we have a tendency to end up is dictated by some hereditary elements. Whether we are short or tall, encounter sick wellbeing or great wellbeing, are touchy or patient, are all qualities which can be followed by heredity. The
acquired characteristics and how we handle others responses towards us can likewise impact our identity.

• **Traditions:**

To shape our individual qualities and slant we are encompassed by the qualities and convention. Hence distinctive sorts of identities have a tendency to grow by the individuals conceived in diverse societies which thusly altogether impact their practices. A decent study on this gives in India as it being a boundless nation with a rich differences of social foundation. Case in point, we have seen that Punjabis are more tenacious and persevering, individuals from Bengal are more innovative and with an intelligent curve and the preferences individuals in Gujarat are more ambitious than individuals from different conditions of India.

• **Family Background:**

• The foundation and instruction of the folks, the financial status of the family, the quantity of youngsters in the family and conception request, and aggregate individuals from the family, for example, uncles and aunts, impact the molding of identity to an extensive degree. To begin with borns for the most part have distinctive encounters amid adolescence than those conceived later. In a few courses individuals from the family shape the character of the kids very nearly from conception by anticipating that their youngsters should be ordinary to their own particular values through different support techniques, for example, prizes and disciplines and through part displaying which are reasonably administered. Our own particular identity has been formed by our family foundation and parental or kin impacts.

• **Experiences in Life:**
The past encounters the individual has some impact on him, whether one trusts or doubts others, is parsimonious or bighearted, have a low or high self regard. Assume some individual came to you and begged you to provide for him the credit of Rs. 1000 that he guaranteed to return it in a month's chance, and you offered it to him despite the fact that it was the last note for whatever is left of that month you had in your pocket to cover the costs. Envision that the individual never again demonstrated his face to you for as far back as three months. Envision that two such occurrences transpired with two distinctive individuals in the recent months. At that point the likelihood of trusting someone else who comes and approaches you for an advance next time is low, one would think. Along these lines, certain identity attributes are formed by over and again happening negative or positive encounters in life.

- **The People whom we Interact**

There is a typical aphorism that "A Person is known by the fellowship he or she keeps". The implication is that individuals impact one another and has a tendency to associate with individuals who are more like them in their mentality and qualities. From the adolescence, we impact by the individuals we interface with, first our kin and folks then our colleagues and educators, later our companions and associates, et cetera. These different people and gatherings impact shapes our identity.

For instance, on the off chance that we are connected with a working gathering as a part then we must be conventional to the estimations of that gathering which might possibly dependably be average to us however in the event that we don't, we won't be dealt with as esteemed individuals from that gathering. Certain parts of our identity (more helpful and less forceful) changed by the craving to be a piece of the gathering and fit in with it as its part. So our identity depends some way or another on the individuals and gatherings we cooperate in our life.
Hence, our identity depends both on heredity and other outer elements that shape it. So it is imperative to realize what particular identity inclination impact work practices.

1.8 Personality changes during Adolescence

By early adolescence, both boys and girls know their traits as they are good or bad, and they appraise these in terms of similar traits in their friends. They are also well aware of the role personality plays in social relationships and thus are strongly motivated to improve their personalities by reading books or articles on the subject, for example in the hope of increasing their social acceptance. The adolescence who go to college usually show greater social and emotional maturity and greater tolerance than those who remain under the parental roof. Many conditions in the adolescent’s life are responsible for molding the personality pattern through their influence on the self-concept. Some of these are similar to those present during childhood, but many are product of the physical and psychological changes which occur during adolescence.

Next to the home, schools and colleges are the chief determinants of what a person thinks of himself and of what his habitual patterns of behavior will be. An eminent Solomon stressed this point when he said, “The school room must be looked as a force secondary in importance only to the home in the development of human personality”. Nevertheless, the school or college’s role as a shaper of personality is formidable. The development of a child’s personality depends on teachers next to parents than any other group of people.

The teacher-student relationship has its greatest impact in the shaping or molding the personality of the individual. Studies reveal that certain conditions encourage the development of unfavorable attitudes, while others encourage favorable ones. Basically, a student needs to be ready to enter the college both physically and psychologically. Since readiness affects the kind adjustment the student makes to
academic work, to extracurricular activities and to his professor and classmates, the quality of his adjustment is the basis on which he is evaluated by others and on which he evaluates himself.

A person’s attitudes towards education affect the kind of adjustments he makes to school or college. His adjustments are expressed in behavior patterns which are both he and others use in evaluating him. The education the person receives likewise influences his personality pattern. Education also helps to develop new interests, which encourages the person to less self bound and more alert to environment stimuli. A teacher-student relationship has a great impact on the student’s personality. The impulsive teacher sets a model for impulsive behavior in the students while the experienced, reflective teacher sets a model for stable self-assured behavior and positive personal relationships outside the college.

1.8.1 A well developed personality

People who are judged to be well adjusted have healthy personalities. They are so judged to be composed in light of the fact that they find themselves able to capacity effectively in the realm of individuals. They encounter a sort of 'in her concordance' as in they find a sense of contentment with themselves too with others. As Frank called attention to, "The center of a sound identity is a picture of the self that individual can acknowledge and live with, without feeling excessively regretful, threatening, on edge, without being pounded toward oneself or ruinous of others".

A well developed person has the following qualities: Enjoys life, Realizes that any unhappiness he experiences has understandable causes, Is self-confident, Is able to maintain close and satisfying relationships with people, Is able to meet problems without becoming more disturbed by them than their degree of seriousness would warrant, Is sensibly concerned about his health and is neither overly interested in his body functions nor repelled by them, Is able to express justifiable anger in a socially acceptable way, Is not afraid of people, things or situations except where there is reasonable cause to be afraid, Has a conscience that helps him to keep his behavior acceptable for himself and others.
For each individual its a testing and compensating errand to add to one's identity in the right way, especially for the exuberant youth who can increase much from it. It is trying as it requests hard, deliberate work, immovability and watchful consideration. Each exertion brings achievement and fulfillment proportionate to the endeavor and it is remunerating since no exertion in this course goes futile.

Additionally, it is each individual's obligation to work towards it, since identity improvement is essential for achievement in any field.
1.9 Bias opinion about English and Personality Development courses in Technical colleges

With increase in Private technical colleges in India, the quality of Engineers is deteriorating day by day. The technical subject professors and the higher authority give very less importance to English and personality. Many colleges do not have a regular faculty to conduct such courses. Merely to save money, the higher authorities, keep professor for English and Personality development on hourly basis. Also, many colleges have bias for such subject.

The mentality formed by the college staff is that it is a light subject and hence the college ignores the beautiful aspect of English to imbibe in the innocent minds of the young aspiring engineers. An M.A qualified person is chosen for the course and the syllabus is handed over to him. After the end of the semester, the professor is out of his job. And then he goes to some other college. Again, when required colleges call such faculty and fulfill their time-table requirement. This monopoly has affected negatively in the professors. They teach the students without interest and seeing the professor’s disinterest, the students bunk English and personality classes. Students are given one or two practice sessions before attending the interview. And the resultant is the college students don’t get placed in good industries. The students have to suffer at the end.

The college higher authorities ought to respect this language and special attention should be given to carry out soft skill development in the students right from the beginning so that they develop their personality by the time the campus interviews they face. Not only the college authorities but technical subject professors should also understand the need to have good soft skills along with the technical talents.

“Nothing is unimportant in this world”. Technical and Soft Skills are inter-related. Although a person has got good technical knowledge, unless he communicates it properly in front of the world, it is difficult to achieve success. The technical professors pass wrong impression about such wonderful subject and hence the students start doing the same. They emphasis only to pay attention towards technical
studies. Such bias thought should be eradicated from the minds of the technical professors which starts building wrong image about this course.

1.10 Value for English in Indian Society

Learning English is considered as a great prestigious deed in Indian scenario. Every mother and father wishes to hear their ward speaking English. Little bit of English words from their ward’s mouth make them happy that their kids are getting educated in English. Many parent those who are from uneducated or from vernacular; admit their children in English Medium, thinking it as the biggest virtue. It makes them feel great to tell their neighbors and the relatives that their children take Education in English.

The parents always dream that their ward conversing in English adds value to their respect. This condition prevails in current India too. In past, the parents used to admit only their son in English medium, but now they have understood that there is no difference between male and female child.

Hence, girls are also admitted to English medium schools. The whole country has gone crazy for English. In many places we find people try their best to write the advertisement with English Usage. Instead of TOILET they write TOLET, instead of SNACKS they write SNAKES etc. It shows that every one is excited to use English and want to develop among themselves.

1.11 Develop Good Communication Skills

An article published in Reader’s Digest, August 2014 (Pages 80-81) state that –

It is rare to find someone who has combination of good technical as well as communication skills. You can go ahead of your colleagues if you combine the two early in your life. People will judge, evaluate, permit or block you, based on your communication skills.
Since habits form by repeating bad and good form of communication, learn to observe
great communicators and adopt their styles and traits- in both written and verbal
forms. The art of listening and learning from each and every interaction is another
secret recipe: Intermediate listening skills. Develop the subconscious habit of
listening to you and you then speak and know when to pause.

Learning what not to say is probably more important than learning what to say. As
your career develops, you will realize that the wise speak less and speak when you
have value to add or else refrain.

Poorly constructed emails with grammatical errors and emoticons are deemed
acceptable between friends, but they should be seriously avoided while
communicating formally with your seniors.

Avoid any communication in an emotional state, when you might say things you will
regret later. One unnecessary word uttered at the wrong time or place can ruin a
relationship, career, even your life. Such is the power of words. If that happens, you
should immediately make amends and apologize; else it may haunt you for life.

Another problem to overcome is speaking too fast. Since our minds are working faster
than our speech, we are inclined to speak faster. This does not necessarily mean that
the person hearing it will get it any faster.

Despite what might be expected, it is dependably the opposite. So back off, think
before you talk. "When I get prepared to converse with individuals," Abraham
Lincoln said, "I burn through two-thirds of the time thinking what they need to hear
and 33% reasoning about what I need to say."

Adding humor with is also essential, but realize that not all jokes are funny and
observe certain boundaries: sexual, cultural, religious and spouse jokes are best
avoided – they could offend. Remember, you are not a stand up comedian, where you
must serially offend as many people as you can to be witty.
### 1.12 Importance of English Communication Skills in Business

Compelling business correspondence empowers an association to market itself in a superior point of view. It aides make a positive brand picture and upgrade its associations with open and the media. It helps an association rouse and aide its workers and offer the estimations of corporate society. With successful business correspondence, the representatives can without much of a stretch be told about the corporate society, dreams, arrangements and techniques. It additionally permits an association to attain to better business transactions and reinforce the bond with its clients.

Hence, to attain to achievement an association needs to have workers with astounding business relational abilities. Powerful business correspondence is a two way process and positive results can be attained to just with the consolidated endeavors of the association and the people. To attain to achievement them two must comprehend and perform their part well.

Correspondence is an integral part of everybody's life. Everything people need to impart to impart their insight and data to others. Be that as it may, the level of its viability relies on your individual relational abilities. The better are your relational abilities, the better an individual comprehends you.

Successful relational abilities empower an individual to comprehend the outlook of others and handle the circumstance effectively. It helps an individual get craved results even in a new circumstance. A decent communicator is an exceptionally energetic person who dependably offers imperativeness to his objectives and accomplishes them in the most proficient way. He generally comprehends his part and knows how to change over his endeavors coordinated with aptitudes into results. Not just professionally, you additionally require powerful relational abilities seeing someone to get the best out of life. What's more, for the individuals who wish to attain to achievement in their life, relational abilities fill in as the venturing stones.
Correspondence is a fundamental device for inspiration, which can enhance spirit of the representatives in an association. Unseemly or defective correspondence among representatives or in the middle of chief and his subordinates is the significant reason for clash and low resolve at work. Administrator ought to clear up to workers about what can anyone do, well they doing and what are could be possible for better execution to enhance their inspiration. He can set up a composed explanation, plainly delineating the relationship between organization destinations and individual goals and incorporating the enthusiasm of the two.

1.13. The global aspect of Business Communication

The technological development of the 21st century has brought about development in communication. Its evolutionary process can be traced from prehistoric modes of communication like sound and symbols to conventional modes and then to the modern modes like electronics, IT and the computer. We are now experiencing a ‘communication revolution, which has totally transformed the face of this century. Devices like computer, internet, fax, have brought the whole world under their spell. Gone are the days of slow means of transport affecting the speed of communication.

Today, communication travels at superfast speed. That is why there is an Information explosion. The traditional concept of communication is completely replaced by the latest, wider, contemporary, modern approach to communication, which has influenced every sphere of life and business in particular. Thanks to scientific and technological advancement, communication has developed to such a large extent, that our world can be said to have become a global village. Globalization has taken place.

"Globalization is a methodology of expanding joining between units around the globe, including country states, families/people, enterprises and different associations." Progress in the field of correspondence has quickened this procedure of globalization, which is bringing individuals everywhere throughout the world under one top by shaping one reliant group.
Today we live in an age of global communication; therefore, communication, today knows no national boundaries. It has a significant role to play everywhere. Its importance is increasing day by day, as it is a key to success. An ability to communicate effectively with all types of people guarantees success.

Effective communication skills are helpful not only at the organizational but also at individual level. For efficient management, the modern organizations need to think globally. Professionals need to sharpen their communication skills to communicate major economic and other related issues. The employment market demands good communicators who can communicate with people of varied backgrounds. In the absence of the relevant communication skills, a person is left behind.

Over the last few decades, an ability to communicate effectively with people of a variety of cultures, internationally and domestically, has gained attention and importance. Internationally, we communicate and work with people from different cultures, national, religious and ethnic backgrounds because of new technology i.e internet etc. There is an increase in intercultural conversations all over the world, as quick and constant contact can easily be established.

People have realized the importance and need to work together. Economic development has accelerated market globalization and as a result, people are doing business with working for or sharing work space with someone from another culture. Companies producing and selling goods are no more restricted to local patronage, but have worldwide markets. Numerous job opportunities are available, bringing together people of different national, ethnic and religious backgrounds. People can work from wherever they are. Thus, market globalization has wiped out all national, natural borders and has contributed to the importance of intercultural business communication.

Cultural diversity and a multicultural work force have created the need for intercultural business communication. The global market today needs successful intercultural communicators who are sensitive to cultural differences and possess good intercultural skills. Therefore, companies give special training to their
employees to make them understand cultural differences, so that they are able to communicate successfully with people in the organization and all over the world.

However, communication across cultures is a challenge to many multinational companies, as there is the possibility of miscommunication and misunderstanding. People from different backgrounds may misinterpret verbal/non verbal cues. The greater the difference between the cultures, the greater the chances of misunderstanding.

For example: At a trade fair, sales personnel were asked to give away green hats to passersby, in the hope of attracting customers to their stall, generating interest in their products, and of course, effecting and promoting sales. However, it was observed that the Chinese visitors did not stop at their stall. Later it was discovered that to the Chinese, a green hat represents infidelity. The Chinese expression “He wears a green hat means a man’s wife has been cheating on him. The practice of distributing green hats was soon stopped. Here again cultural differences were responsible for creating misunderstanding and perhaps giving offence where none was intended.

The above mentioned examples clearly indicate that to be successful in the global market place, cultural, linguistic and other barriers need to be minimized. The use of custom-designed international websites to recognize and accommodate cultural differences is an attempt in this direction. People’s cultural differences need to be recognized and respected.

Another problem of global communication is that developing nations are unable to benefit fully from it, as they lack technology and suffer from financial constraints. Similarly, the expansion of modern electronic communication systems may be a threat to their national, regional, local/tribal heritage. Though the technological or communication means are a boon to development they can prove to be a curse, if not used properly. We should be able to handle different barriers to avoid related problems. The resources should be carefully and tactfully utilized, so that we can rule this global communication world.
1.14 External Communication and Public Relations

Outside business correspondence is any information the association spreads to the all inclusive community, either about the affiliation itself or their things and organizations. A well-completely considered correspondences mastermind describes the expected vested party, and in addition in like manner spotlights on the most ideal approach to attain to it effectively. Since the destination of external trades is to propel the association and extend pay, outside correspondences are a discriminating bit of a general promoting marketing plan.

Although many companies focus on sales as a measure of business success, public perception is just as important to the organization's bottom line. Communication is one way to shape and define a corporation's image to the community, clients, and potential investors. External communications such as newsletters, media stories and press releases let the public know about the company workplace, environmental efforts and other image-related activities, all of which serve to strengthen the public relations efforts of a company.

1.15 Technical Advanced Communication

With the technological development, the correspondence between two business owners or companies have become possible because of Emails. But the new generation, has totally spoiled the English Language with the using contracted words thereby losing the original charm of the English words.

**Tips should be kept in mind when sending Email for better good will of the organization. Like -**

Avoid using SMS language. Use standard language respecting its formal grammar rules.

Compose and edit your messages carefully, formally as they create your image.
Observe all formal essential parts of letter writing. Treat email messages as other written documents.

Observe social norms by avoiding use of socially unacceptable slang, taboo words.

Always be polite in delivering and replying your messages.

Put short messages in headline

Be saving with illustrations and connections

Working environment email is for business just

Writing all capitals is viewed as yelling

Utilization slug records for curtness and clarity

Advise beneficiaries when no answer is required

Spare just the email that is prone to be required once more

Continuously incorporate your name in the message

**Bad Email Etiquette**

Never assume privacy with company email.

Don't utilize charming or suggestive email address for business interchanges.

Don't send junk letter.

Don't send vast connections.

Don't fire individuals by sending them damaging email messages.
Don't answer to an email message when irate, as you may think twice about it later. When the message has been sent, you won't have the capacity to recoup it.

Don't keep mail on your server longer than should be expected, particularly substantial connections.

Don't sort in CAPITALS as this is thought to be SHOUTING. This is one of the rudest things you can do.

**Blogging:**

Presently a days, Blogging, has ended up extremely renowned. Numerous huge profile individuals, famous creators and performing artists reach their fans with Blogging. These correspondence frameworks help them to online impart, ask for, or talk about data on pretty much any subject. Electronic notice sheets are completely open.

Due to their openness, they give clients the chance to get data from an enormous number of sources, each with the likelihood of an exceptional, unique, and even worldwide viewpoint. There are a few hindrances to electronic announcement sheets too. Since they are so open and regularly unedited, they are just about like an open welcome for inconvenience creators whose sole plan appears to blend things up.

**1.16 Call centre (Business Process Outsourcing and Knowledge Process Outsourcing) in India**

With the blooming of Call centers in India, many graduate and HSC passed candidate are trying their best to learn English through classes, in order to fetch job opportunities at Multinational companies. Though the candidates are chosen for the BPO, they are put under training during their internship. Along with the technical training, the candidates are trained on Soft skills development before they go on floors. Many Multinational companies train the Indians to learn UK based or US
based English. So that they utilize this people for that particular country project work. They train the Indian so well that the candidate actually speaks with the UK and US accent and handle the customers from that country.

1.17 Mutual interdependence of English Language and Personality development

Personality development through the medium of English therefore plays important part in improving the overall development of students. Ms. Jaspreet Kaur has very well concluded in her research paper “Personality development with English language acquisition” has mentioned that English language has a very close relation with personality development. The capacity to learn English dialect and use it in his everyday life improves a singular's identity. Without a doubt, English is a standout amongst the most critical approaches to impart.

At the point when one talks about improving one's identity, one needs to look for courses in which one cooperates with the whole world and each other. With the innovative techniques of personality development, the students can now overcome problems of learning English. Personality development has an important role not only in colleges but also in industry. Industry expertise have contributed through conferences and made specific suggestions for the development of the society. Many professionals have appealed to incorporate such activities for employees which gain confidence and motivate them to perform quality work.

In corporate world, experts have opined that employees are lacking in effective communication, presentation skills, etiquettes and ethics. In order to fulfill the needs of industry, it is necessary to improve the personality of students. It will not only improve their English speaking but also the confidence, control over stress, memory power, concentration skills, time management technique, positive attitude and communication skills.

The Personality development course has been designed according to the need of the industry. Each factor adds in learning and improving personality of an individual.
While taking education, we have seen students memorize one topic in English and easily forget another and sometimes can't remember anything at all. It is often reported that students face problems with paying attention, difficulty in taking notes in the class etc. Sometimes, they don’t remember the things expected of them. Eventually, they are unsuccessful in their examination in spite of doing hard work. Finally, they lose interest in studies. In such case; memory techniques helps them a lot.

Memory techniques help to learn English question- answers very easily and secure excellent marks not only in the English but also other examination. The teacher improves the performance level of students in English, using different memory techniques. The student write down English assignment on time and pay attention to what the English teacher teaches in the class. It is observed that many pupils are not aware about usage of time in their day to day life. This can lead to a lower academic result in English. The time administration abilities come into practice here. This is an ability that understudies should learn. They must take suitable methodologies and utilize these techniques to be proficient and more productive. Adapting such abilities gives the understudies genuine capacity to plan his future and organize the fill in according to the criticalness. Understudies take in the methods to work keenly as opposed to dedicated and not leaving anything fixed.

Once in a while, understudies need to study for few hours persistently and enjoy a reprieve to clear their brain which helps students to manage time affectively and make study systematically with ease. The English teacher helps the students to improve the performance in English. The teacher uses some techniques like setting of goals and ways of planning and scheduling time to improve the performance level. Creativity also has lot of scope. Creativity is linked with individual’s imagination power and originality in ideas. It develops new ideas and innovation work. The creative teacher uses numerous activities and games which include demonstration, role-play, simulation, cooperative learning activity, group project and also uses technology a lot to solve the problems of the students.
Concentration too has an essential role in learning of English. To achieve something, one needs to concentrate. Concentration gives strength to muscle power of the brain and activates it. Many concentration techniques help students to get the excellent marks in English. Likewise, stress management also has lion’s share to contribute in learning English. Many students experience stress due to busy schedule and more burden of study. They experience lots of stress during theory and practical examinations.

The students therefore suffer from depression, anxiety, heart problem, insomnia and weakness in their physique, lack of concentration, indigestion, trembling, general irritability, headache, pain in back, appetite, blood pressure and many more. If the students learn the techniques of stress management; they can study English properly and groom themselves brilliantly. In the same way, mind control plays major role to solve the problems of English learning. In colleges making use of full potential of their mind is not taught. Therefore, students do not learn the subject systematically and the resultant is that they get poor score in English.

Mind control is an important also one more technique of learning. This technique helps the students to score good marks in English language. Reading speedily is one more additional technique of learning. If used in learning English, students can accomplish major task with profound vocabulary and meaningful understanding. This will help students to learn and score English in a better way. If an individual learns and improves the performance of English; his personality will surely improve. Personality Development and English learning therefore are mutually interdependent. Personality and English Language go hand in hand. This can serve good job opportunities to students of Mumbai Suburban.

As Mumbai is a commercial hub of India. The students will get better opportunities in Mumbai itself. They don’t have to go far-of hunting for work. Also, as the living style is good here, the students learning English and Personality development can make their future secured and happy in Mumbai.

1.18 Problem on Hand
The students of Diploma Engineering those coming from the remote part of Maharashtra and with rural background and also those living in Mumbai find very difficult to cope up with the progressive world. They are not able to perform the best in the industry though they have talent and skill. Many factors contribute to make them unsuccessful in life. Though they can be good in studies but lack soft skills and business etiquettes. Their main aim to join Diploma College is to do some course and get some job to run their family and home.

Most of them are serious about studies only grasping the bookish knowledge which whole sole doesn’t prepare them to face the world of communication. This problem is not only of students coming from remote places but also the students to stay in slums of Mumbai. Their surroundings make them difficult to prepare them to handle their future life.

Many blame their parents for the pathetic condition they are in. The students also blame the school where they studied and the English teacher who taught them nothing but bookish language. They also see to the locality they reside and the background they carry. English is always placed as the second language in the school.

Hence, only lessons were taught and portions were wound up. The teachers are never bothered to help the students to converse in English language. Many school also failed to teach students to manage time and stress. They remained with their old traditional ways of teaching. And didn’t introduce any innovative techniques for students to learn and understand their lessons easily. English was only handled for the sake of exams in many schools and the result turned out be poor quality of English knowledge provided to pupils when actually they were molding themselves to set in this society and outside world. Also, the inferior feeling in the vernacular medium students about not knowing to speak English ponders them and they are always in the quest of acquiring English.

Due to their half knowledge gained, they spoil the beauty of English language and thereby get a slur of not knowing English or he becomes the laughter of the class. Not only in student days but also when the individual grows as matured person, his
inability to speak English can create blockage in getting business and revenue to the individual. It can also create problems to face international clients who carry different body language and business etiquettes.

Many industries are in havoc after getting the new engineers on site who lack life skills. They do not possess communication skills to interact in harmonious way to deal with the workers. They fall short of management skills to handle any perturbed situation and the resultant is strikes taking place in many organizations whereby both employers and employees are in a loss. Keeping a long vision, the institutes need understand the importance of Imbibing students with right knowledge and personality ethics at a right time. It is the need of this hour.

1.19 Research Objective

- To improvise English using various new techniques.
- To find out areas of weaknesses in English and plan strategies to outwit those weaknesses through Personality Development.
- To enable the students to groom and express English independently.

1.20 Scope of research work

The scope of the research study is academically focused. It studies various Diploma colleges in Suburban of Mumbai city. It covers detailed information of the Diploma colleges. It’s status, environment and quality of education imparted in context to English and Personality development courses.

The objective is to explore the strengths and weaknesses of the Diploma students with regard to the established notions related to English language. The interview with the students and the professors of various Diploma colleges brings in a penetrating insight to the discussion on taking the course. It highlights the emerging issues and the challenges of teaching English and Personality development to the Diploma Colleges of Engineering. This research work gives insight of selected twenty colleges
in depth. The survey made through the questionnaire has been the base to get the findings and the results.

This research work has been fruitful as it has enabled to interact with three hundred students of various colleges along with their professor mentioning ups and downs to accumulate the knowledge of English.

Accepting English as an important language for business world has its own do’s and don’ts for the students of Diploma College. But they are happy to learn English Communication skills and Personality Development implemented by Maharashtra State Board Technical Education (MSBTE). It looks forward for the progress of an individual.

This step taken by MSBTE has gained positive response. A welcoming change in the pattern has attracted more people to pursue Diploma courses and experience the profound knowledge of English and Personality development. All the Diploma Engineering colleges run under MSBTE in remote parts of Maharashtra are sharing the wonderful essence of this course. The students are glad to inherit the magic spell of personality development and also the industrialists are tension-free to get well groomed engineers for their industries in the future.

1.21 Hypothesis

Communication plays a very important role in our lives. In today’s world, communication skills have become the oxygen for everyone. Unless good communication, it has become very difficult to survive. In all the industries, the requirement for engineer is increasing. Along with technical skills, they need an engineer with good soft skills. The Industry is looking for both the combined skills in an individual.

The job for the diploma holders is in danger because today’s youths are least bothered about personality development and the etiquettes they possess. They just think that getting technical knowledge is the whole and sole requirement for their
career. They are not aware what the requirements of the Industries are? They are unaware of the in and out of the organization. Due to less maturity, they are in the mood of just enjoying College life. They all take the college life very lightly. For them, bunking the lectures and making life much more enjoying with the new technologies. Their maturity level don’t allow them to go further beyond that. The other thing which makes Indian youth more pampered is their mentality that they carry. The parents in India work day and night only to fulfill their children’s dream and everyday needs. Many students are unaware of their parents hard work for their wards. Children just think that it is their mother’s or father’s responsibility to provide them with all the facilities as they are their creator. Also parents in India are not that educated; hence many children fool their parents in every way of life and extract money for all their fun.

It is said; God can’t come all over to guide us, so he sent his angels in the form of our parents who are taking take of us. Mostly students at college going level, tend to forget all the values thought to them in their moral science book which they had learnt when they were is smaller grades. As mentioned in Hindi “Kulyug”, the minds of this generation instead of improving, it has started deteriorating the Indian traditions and cultures. Today’s generation youth, we basically find them continuously using abusing words in each and every sentence that they use. With education, we need to develop, but we find opposite things happening.

All the Indianism simplicity and mannerism is outdated to the young generation. They are just living in their world of dreams. They intent to have just fun and enjoyment in their life. Many youngsters have not seen the rising sun for many years as they get up late only to have their afternoon lunch. The morning hours, the prayers, exercise and studies are all forgotten. The children are pampered to so much extend that they take this world for granted. Due to their laziness, they hardly have earned good interpersonal or personal skill or talents to give livelihood in this modern world. With tremendous increase in the living cost, it is a high alert for the youths of India to remain active or they are going to screw up their future. Enjoying in the college is not a bad thing. But the enjoyment should be along with the learning, which makes it sensible.
Seeing the downfall in the ethical values and etiquettes, the education that they receive is baseless. The hard work of the parents and teachers and the guides goes in vain. Also, India the country of multi language, creates a lot of barrier to the vernacular students to their progress. It has become a greatest barrier in their lives. Due to lots of western culture accepted, the Industries too emphases on getting good, talented personality for their organization. Most of the young Diploma engineers are not getting any opportunities to go further as they lack the skill of winning the hearts of people when they face interviews. Though they are well versed with technical talents, they are worse in English speaking skills.

To cope up with circumstances, the youngsters join many English and personality development courses and spend hefty amount giving to the private institutes. But most of the private institutes, start teaching with basic grammar which each and everyone is known since their school days. The grammar part goes so boring that the individual quits the English classes in few sessions only. They not only lose money but also gain no extra knowledge. The right time for a student those who come from vernacular medium should understand that the right age group to learn things is their college life where they are surrounded with their friend circle. Numerous students are from English medium. Taking advantage of the friends, the individual needs to take make up their minds to take English lessons for their daily usage.

Speaking English in vernacular medium is indeed a fun game. Anybody trying is also made fun of. So the confidence level among the students in Marathi medium in Maharashtra has decreased a lot due to this reason. Not only in Maharashtra but also all over India, the youngsters are in a big question to solve their problems of speaking English. Most of the students are totally stressed in their student life fighting in the ‘Battle of English’.

Coping with the English language and then getting stressed due it, also the ever increasing burden of studies; have made them lose their morale. They badly need the lessons of positive attitude towards life. They need to enhance their memory power a lot. As they have learnt as per the old tradition of class teaching and books, they need to know the usage of new techniques to study and cope up with their examination to
fulfill the requirement of today’s world. The youngsters should also be made aware of their strengths, weakness, opportunities and threats at right age and keeping in mind their weakness they need to get solutions to outwit it.

It is observed that Students coming from vernacular medium school to the Diploma Engineering, lack personality development lesson too. They are shy and do mingle with others easily, due to inferior mentality that they are from Marathi medium. They feel shy to converse with the female professors or girl colleagues. They are in a solitude condition. They find it difficult to get in touch with the outside world.

Diploma Engineering College requires thorough grooming of their English language and personality development. Seeing the torn condition of the diploma students of Maharashtra, they technical board is deliberately working on the progress of their students. To match the requirement of the organization and fulfill the minds of Industrialists, Maharashtra technical board, has formed a new academic syllabi for their students development to groom and get prepared for their future life.

This research attempts to study the colleges profile and the teachers teaching English and Personality development. The teachers have been interviewed to understand the background of the individual personality and their teaching skills. The crowd the teachers are facing. The emerging challenges the teachers and the students are facing while doing their job or studies.

In order to understand the present status of English in India, a primary research study will be conducted in some selected Diploma Engineering colleges in Suburban are of Mumbai City. An Attempt has been done to study Diploma Engineering Students. It will provide concise over view of research relating performance of students studying in Diploma Engineering regarding English. It will discuss about various factors i.e. suffering psychologically from negative attitude and lack of time to understand the international language ‘English’.

From the data analyzed it is clear that “a poor base” at the beginning stages of education forms the main reason for weaknesses in English of students whose mother
tongue is non-English. General observation shows that most of the students do not get proper guidance in this language and also they don’t have knowledge of systematic English study. The teacher is unable to give individual attention as the number of students is more in each class. It has been observed that as the students have selected Diploma Engineering as their professional course, they are loaded with lots of assignment and practical work. Due to which they are burdened with work and get stressed.

The teacher plays an eminent role in making a subject interesting and interactive. The analyzed data indicates that most of the teachers do not have English as their mother tongue and though educational qualifications wise they have M.A. in English. They have bookish language and fail to communicate well in day to day usage of English language. Also many have no teaching experience. The teachers fail to have knowledge of innovative techniques of teaching English and the resultant is that they don’t implement the new method of teaching English which hampers student’s development.