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**A note on Chippersage**

Chippersage is a social service enterprise committed to delivering **learning tools and solutions** that aid in the **comprehension of English language**. English, we believe, is the foundation which sets the course of a child's learning -- for whether it is Math, Computer Science or Environmental, it is all taught to a child in the English language.

Our products and offerings are designed to address the gap that exists between learning the alphabet and actually being able to read English. Effective implementation of our programmes leads to more children reading, speaking and understanding English, resulting in more joyful learning. In addition, all our offerings have seamlessly evolved to embrace cutting edge technology to ensure we provide nothing but the best.

Here is a list of learning tools and solutions that we currently offer:

**i) Flow of English**

Flow of English is an assemblage of **learning solutions** tailored to engage children in the age group of **4 to 14**. It's simple, easy to use and helps young learners with listening, speaking, reading and writing. Its multi-sensorial approach, involving audio, visual and tactile engagement, appeals greatly to children and has been picked up by learners from across levels.

**ii) English Ever After (EEA)**

English Ever After is an **integrated programme** that helps young learners to enhance their skills in English. EEA caters to learners in the age group of **3 to 14**. It helps learners perfect their language skills by teaching them to speak, comprehend and additionally express themselves through creative writing. This process is carefully designed to ensure that learning English is not only easy but also fun and effective.

### iii) **Bodhi Tree**

Bodhi Tree **trains educators** to teach more effectively and efficiently..Our modules are meant for teachers who teach English and who teach in English. The programme instills confidence in them while equipping them with the required tools to keep pace with our dynamic world. Since it's designed by experienced teachers, for teachers, it's both practical and effective.

### **The Inception of Chippersage**

Chippersage was founded in the year 2009. It is the brainchild of **Latha Srinivasan**, who left behind a remunerative career in IT and moved on to establishing an education company of her own. Having relocated to Bangalore from Chennai, she hoped to equip her little boys with all the lifeskills an extremely metropolitan city like Bangalore could offer. However, once schooling started she was disappointed to find out that leave alone the school, not even a private tutor could teach her boys Hindi as a language -- wherein they would be able to understand, comprehend and communicate in a language that's not their mother tongue.

It was then that Latha identified a glaring omission in the teaching methodology followed by schools and teachers across the country. Be it English, Hindi, Kannada or Marathi -- they are all taught to a child as subjects and not as languages. The gap in the teaching methodology greatly impaired the child's learning, especially when it came to grasping the English language. Difficulty in understanding English impacts the child's performance in all subjects, as English is the medium of teaching.

In an effort to address this gap and find a solution to the problem, came about Chippersage - the happy teacher!

### **Testimonials**

Parent:

After the new government policies came into place, we started receiving a lot of text messages on our mobile phone. However, we could not really benefit from it as none of us could read and write English. My son was going to school but he was not able to make sense of the messages, so we had no option but to ignore them.

A few months had passed and then one day I saw my son trying to read a notice board that was put up close to our house. On enquiring, he said he likes reading nowadays as they were teaching him how to split words and read in school. He was excited to read, make connections and try and understand what was written.

I thought maybe we should look at the text messages again. He was slow at first but after a few attempts he was able to read the entire message and explain what it meant. After that day, we eagerly waited for our phone to beep, because we finally had someone at home who could read messages in English.

Arokia,  
Hubli

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Teacher:

It was my first day at the tiny center in Hubli. I entered and found myself amidst a noisy bunch of about 20 children. Some screamed loudly to greet me, others chatted amongst themselves and a few others refused to even look up from their books.

I tried to get their attention to start with, and later on, went on to assess what they already knew. The children identified most of letters and the sounds but could barely read even 3 letter words. I was scared to imagine how I was going to teach them everything from the start, and then remembered that Chippersage had already prepared a detailed progression plan. I just had to stick to it.

However, once I started teaching, it wasn't as simple as I thought it would be. I was using a tab for the first time so I faced some difficulty using it, the children wouldn't focus, or everyone wanted to see things together and so on and so forth. Though it seemed pointless I went on for 3 months till someone from Chippersage came for assessment. The children were able to read most of the sight words and it was an amazing feeling to see how much they had learnt the past couple of months.

I am sure this would not have been possible without a plan and all the unique learning aids from Chippersage that helped me in teaching the children effectively.

Madhu,  
Hubli

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Student:

My batchmates in school were always exchanging stories they had read or were talking about news articles they came across. They were all from English medium. I also wanted to read and speak like them but didn't get much help as I was in Kannada medium.

In a few days time we started getting extra classes for English. A special software was installed that was to be used during classes and that changed a lot of things for me. I loved the stories section where we had visuals and audio to help with pronunciation and word meanings. I would excitedly follow the instructors around and clear my doubts. They were all more than happy to help

By paying attention in class and getting back home and practicing I could start reading simple stories on my own. I do struggle every now and then, but with the right help from the software, and regular practice I will be able to discuss stories in English soon enough.

Anjum,  
MTB

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Principal:

Teachers were doing their best to teach children English and we had also bought new books to encourage reading in school. However, parents came back saying that there was no improvement in the children's English skills.

Just when I was beginning to get worried about what can be done, Chippersage came to us with a software and a detailed progression plan. It was a unique approach to teaching students to speak, read and write English. Children were engaged, and slowly showed an interest in reading new words in English. With a few activity sheets, it'll turn out to be an innovative and engaging programme to teach students English.

Sharada

Headmistresses - Primary English Medium

Sri Saraswathi Vidya Nikethan - Bangalore

**Company logo**



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