



The English in Action programme, funded by the UK Government, aims to enable 25 million Bangladeshi adults and school children to improve their English language skills, to help them access better economic and social opportunities.

Reach and Impact

28 MILLION
OF ADULT POPULATION



30,000
Teachers

4.8 MILLION
pupils

- Over 95% of teachers said that EIA helps them to improve their own English.
- Over 90% school student talk is now in English.
- Over 90% teacher say that EIA has an impact on the way they teach school student talk is now in English.
- The number of Primary students passing an international test of English Language proficiency has almost doubled.

Through a professional school based teacher development, EIA enables teachers to introduce new ways of teaching which involve much greater interaction between teachers and students and between students themselves. English is used much more extensively than in traditional lessons. Teachers are supported by innovative audio-visual and print materials, regular teacher development meetings and by interaction with other teachers in their own school and their local area. Teachers 'learn by doing' in the classroom, reflecting on their practice and supporting each other. They are guided by authentic videos of primary and secondary teachers using interactive techniques with their own classes. Audio-visual materials are provided at low cost, offline, through memory cards accessed on affordable mobile phones.

Extensive research evidence shows great results in improved classroom practice and learning outcomes. It is anticipated that the reach and practice of EIA will be further extended to increased number of schools and targeted wider communities in Bangladesh over the next phase.

Simultaneously, EIA is working to embed its materials and practices into the existing institutional infrastructures both at the administrative and field level.

Standing at this point, English in Action has reached 30,000 teachers and 4.8 million pupils.

In addition, EIA's media and adult learning component - BBC Janala (2008-2014) worked on adult and community interventions using mobile phone, a local newspaper, television and the internet. These innovative approaches in English Language learning have shown great results with regard to reach and English Language competence. The aim of these activities were to increase motivation and access to learning materials for adults and decrease barriers to learning English.

BBC Janala (2008-2014) has already reached 28 million users through its innovative platforms.

* EIA research reports are available at www.eiabd.com under 'publications'.

English in Action programme is a UK Government funded programme implemented by the Government of Bangladesh and managed by Cambridge Education, a member of Mott MacDonald.

Implementing Partners



For more details visit:
www.eiabd.com