



Language skill development at scale in Tamil Nadu

Pearson MePro x Naan Mudhalvan

Introduction

College-to-career is a big leap. For many first-year students in Tamil Nadu, especially first-gen and Tamil-medium learners, English is the steepest part of that leap. It shows up everywhere: in interviews and group discussions, in emails and reports, in client calls and teamwork. When English is shaky, confidence drops, internships slow down, and good students get boxed out of great opportunities.

Naan Mudhalvan was created to bridge this gap. Launched by the **Government of Tamil Nadu**, Naan Mudhalvan is the **state's flagship employability mission**.

It brings industry-relevant technical and foundational skills into colleges at scale, enabling youth to move from learning to earning with speed and clarity. Working together to make employability real, not theoretical.



2,200+
institutions



250+
skill courses



80+
partners



Achievement at scale

Pearson MePro fits right into this push. It's an adaptive English learning and assessment solution built for work. It measures where each student is on globally trusted scales (CEFR and GSE), gives short, practical lessons and certifies progress with credentials that recruiters understand including **Credly** digital badges at higher levels. It's mobile-first, low bandwidth and simple to use.

88,712

students completed the placement test and their levels

~2200

students completed level-10

2600+

Credly badges earned

280+

institutes involved

+75%

completed at least one Level



Objective

The challenge wasn't effort. It was the starting point and the system around it



Baseline diagnostics highlighted early-stage CEFR proficiency among many first-year students, meaning common workplace interactions, emails, calls, short presentations, require additional support.



Many students carry structural barriers: limited exposure to English, low confidence, few chances to practice and pressure to “perform” in a language they are still building.



Colleges needed a way to support everyone, not just the already-confident few, without overloading timetables or data plans.

Solution

The approach was simple and consistent: diagnose early, personalize learning, link to credits, train teachers and track progress in real time.

What we did:



Teacher enablement: A week-long FDP trained ~400 teachers to use dashboards, interpret data and nudge the right actions. Faculty shifted from pushing content to coaching progress.



Credit-linked mandate: Pearson MePro became a required, credit-bearing component for first-year students. This drove universal access, steady participation and fair accountability.



Seamless access: Single Sign-On across partner platforms, mobile-first delivery and low-bandwidth design reduced friction for rural and urban campuses alike.



Adaptive diagnostic: A 20-minute test mapped each learner's level to CEFR and GSE, so learning paths started at the right place.



Short, practical lessons: Bite sized tasks to enhance LSRWGV skills by presenting real-life scenarios in professional and social contexts.



Mastery-based progression: Learners advanced only after they consistently scored $\geq 70\%$ across quizzes, remediation and review tests. Progress felt earned and visible.



Recognized credentials: Level completion certificates and Credly badges (Levels 7-10) signaled readiness that recruiters and placement cells could trust.

Impact

Results showed up where it matters, on paper and in life.



Operational clarity

Dashboards replaced guesswork. Colleges could spot learners who were stuck and step in early.



Placement readiness

Standardized signals (CEFR, GSE, badges) helped placement cells and recruiters identify fit faster. Group discussions and interviews felt less intimidating, more structured and more successful.



Equity that sticks

Adaptive learning and mobile access supported first-gen learners, girls and students in Tier-2 and Tier-3 towns. Progress became a weekly habit, not a once-a-semester sprint.



Proficiency gains

Most learners moved up at least one CEFR level within the academic year and reached higher proficiency and earned Credly badges, Signaling readiness for more complex workplace communication.



What we learned and what others can use



When early diagnostics, personalized learning, credit-linked participation and trusted certification come together, learners don't just improve their English, they open doors to better work and stronger lives.



» Pearson

Love your journey