

### **General Information:**

We are HERE AND NOW - The French Institute founded in 2011 by Ruthran Raghavan. We are building an AI chatbot called Caramel. We are currently in the phase of data creation. There are two main objectives for the creation of the Caramel chatbot.

Objective Number 1: To give general information about HERE AND NOW - The French Institute & Caramel

Objective Number 2: To teach French.

Let's start with objective number 1.

**Objective Number 1:** To give general information about HERE AND NOW - The French Institute & Caramel. Information on the following:

There are 10 departments in HERE AND NOW - The French Institute.

### **About HERE AND NOW:**

Name of the organization: HERE AND NOW - The French Institute.

Founder: Ruthran RAGHAVAN.

Founded on: 14 July 2011.

Based out of: Chennai, India.

**Department Number 1 - Products & Services Offered:** (2 items) - VJ & Madame

**Class timings for direct classes:**

### **Model questions & answers for creating data:**

Q1: What are the languages you teach ?

R1: HN teaches French, English, German, Spanish and Italian as part of European Languages and Japanese as an Asian Language.

Q2: Do you have direct classes for all the languages?

R2: No, HN has Direct classes for FRENCH alone and other languages are handled in the Online mode only.

Q3 : Which of the European languages are the easiest to learn for an Indian ?

R3 : French will be the easiest as it is very transparent to English, but German and Spanish become easier for an English speaker after he/ she learns French.

Q4:

Column 1: instruction (instruction column should be in the form of questions)

Do you have direct classes?

Column 3: response (instruction column should in the form of answers)

Yes, we have direct classes as well as online classes. In direct classes, we have weekdays as well as weekend classes. What would you prefer?

HERE AND NOW family welcomes you.

HERE AND NOW - Since 2011- until eternity

School of Trust, Hope & Faith

Made of the students, by the students & for the students

HERE AND NOW - The French Institute offers THREE flagship Programs.

1. The IMMERSION PROGRAM
2. Diploma in Business French - E DFP (Online mode)
3. Program SPRINT - A week-end Program for Professionals or students and career changers.

WHAT IS IMMERSION PROGRAM

HERE AND NOW's Flagship Program .

### **Class timings for online classes:**

#### **Model questions & answers for creating data:**

Column 1: instruction (instruction column should in the form of questions)

Do you have online classes?

Column 3: response (instruction column should in the form of answers)

Assistant: Yes, we have online classes as well as direct classes. In online classes, we have weekdays as well as weekend classes. What would you prefer?

Column 1: instruction (instruction column should in the form of questions)

How many students will be there in a class?

Column 3: response (response column should in the form of answers)

In an online group class minimum of 4 students and maximum of 12 students per batch. In a direct class, there will be a minimum strength of 10 students and maximum of 21 students per batch.

### **Course Details:**

French Language is classified into six levels in the CEFRL (Common European Framework of Reference for Languages). viz. A1, A2, B1, B2, C1 & C2. The CEFRL is an international standard for describing language ability. It describes language ability on a six-point scale, from A1 for beginners, up to C2 for those who have mastered a language.

on topics that are familiar or of personal interest. You can describe experiences and events, dreams, hopes, and ambitions, and briefly give reasons and explanations for opinions and plans.

**Question:** By finishing B2, can I increase my fluency in French?

**Answer:** Yes, you can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in their field of specialization. You can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. You can produce clear, detailed text on a wide range of subjects

**Question:** what will I learn by finishing C1?

**Answer:** You can understand a wide range of demanding, longer clauses, and recognize implicit meaning. You can express ideas fluently and spontaneously without much obvious searching for expressions. You can use language flexibly and effectively for social, academic, and professional purposes. You can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors & cohesive devices.

**Question:** How much will I get benefitted By completing C2?

**Answer:** You can understand virtually everything heard or read. You can summarize information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. You can express yourself spontaneously, very fluently, and precisely, differentiating finer shades of meaning even in the most complex situations.

**Question:** What can I achieve by finishing A1?

**Answer:** By finishing A1 from HERE AND NOW - The French Institute, you can understand and use familiar everyday expressions and basic phrases aimed at the satisfaction of the needs of corporate & of a concrete type. You can introduce yourself and others. You can ask and answer questions about personal & professional details such as where you live, work, people you know & work with, things you have, and their basic functions. You can interact in a simple way provided the other person talks slowly & clearly and is prepared to help.

**Question:** What are the skills I gain by finishing A2?

**Answer:** By finishing A2 from HERE AND NOW - The French Institute, you can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. basic personal, professional, and family information, shopping, local geography, employment). You can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. You can describe in simple terms aspects of their background, immediate environment, and matters in areas of immediate need.

**Question:** How will learning B1 benefit me?

**Answer:** You can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. You can deal with most situations likely to arise while traveling in an area where the language is spoken. You can produce simple connected text

## **Courses**

- 1) :Diplôme de français Professionnel A1 A2 B1 B2 C1 C2 ( Business French )
- 2) E-DFP
- 3) DELF Junior DELF PRIM
- 4) TCF
- 5) TEF
- 6) General French A1 to B2

**Types of courses:** (IMMERSION PROGRAM, IMMERSION PROGRAM in Business French (A1 to B2 ), SPRINT ( A1 to B2 ), TEF COMPASS A1 to C1)

**IMMERSION PROGRAM:**

Name of the program: IMMERSION PROGRAM

Type: Business French

Levels covered: A1, A2, B1 & B2

Timings: 9 AM to 5:30 PM

Days: Monday to Friday

(Please bring the orientation G slides information)

IMMERSION PROGRAM - A Job Oriented Program

IMMERSION PROGRAM is a 108-day full-time regime that should be taken only by serious and ambitious individuals who have a sincere desire to grow big in their career and should be followed religiously.

IMMERSION PROGRAM comprises 4 levels viz. A1, A2, B1 & B2. The program would begin with the induction, followed by MPS (Mental Preparatory Sessions), Warm-ups and then A1-B2 (108 days).

1. Business French and Immersion Program are courses designed for candidates who are minimum 17 years of age. In an exceptional case, the candidate who demonstrate a tremendous level of linguistic competency, the parents of the candidate can apply for these programs by submitting the application along with a detailed SOP to The Director [deepti@hereandnow.co.in](mailto:deepti@hereandnow.co.in)

2. The candidate should have at least an Intermediate Level in English. The institute admits a candidate with a low-intermediate level in English for the advancement of the candidate and the institute is not responsible if they perform poorly. Please consult the ABC classifications on Page no. 6 for more information.

**The uniqueness of the IMMERSION PROGRAM:**

1. It is the world's fastest linguistic skill acquisition program.
2. Comprehensive program with A1, A2, B1 & B2 in a single program.
3. Dedicated full-time program for learning French.
4. 100% Job Assurance on the successful completion of the program.
5. Unlimited general French classes.
6. You can swap between squads for genuine reasons

**Eligibility:**

16+ of age

School level English

**Program Structure:**

Total - 108 days

6 days - Warm up

2 days - MPS

A1 - 24 days  
A2 - 24 days  
B1 - 30 days  
B2 - 30 days

**Weekend classes:**

Timings: 9 AM to 1 PM / 2 PM to 5 PM / CP - Customizable

Duration: 12 months

FEE Structure: 139925

**Weekdays classes:**

Timings: 9 AM to 5 PM, CP - Customizable

Duration: 6 months ( 108 Days )

FEE Structure: 149925

**Resources (study material):** The Students will be provided with a kit in which we provide study materials, guide.

**Direct Class :**

1. Objectif Express 1 Manuel
2. Objectif Express 2 Manuel
3. Objectif Express 2 Cahier d'activités
4. Objectif Express 2 DVD
5. Objectif Express 2 Corrigé et Transcription
6. Affaires à suivre - Manuel
7. Affaires à suivre - Cahier d'activités
8. Je pratique grammaire A1
9. Je pratique grammaire A2
10. Conjugaison des verbes
11. Le Petit Prince
12. Arsène Lupin, Gentleman Cambrioleur
13. Le Tour du Monde en 80 jours
14. Les Trois Mousquetaires
15. Note Book & Pen

**Online :**

Portal Access : [www.hereandnowlanguages.com](http://www.hereandnowlanguages.com)

**DFP:**

Online:

200 hrs - total

Per day Min - 1 hr , Max - 2 hrs

A1 - 40 hrs

A2 - 40 hrs

B1 - 60 hrs

B2 - 60 hrs

**Weekend:**

Direct Min 2 hours max 4 hours

A1 - 40 hrs

A2 - 40 hrs

B1 - 60 hrs

B2 - 60 hrs

**Weekend:**

Online Min 1 hr Max 2 hours

A1 - 40 hrs

A2 - 40 hrs

B1 - 60 hrs

B2 - 60 hrs

**IMMERSION PROGRAM (Business French for Career Opportunities):**

**TEF COMPASS (French for Canadian Immigration):**

**Other services:**

Canadian immigration assistance

Overseas education consulting:

Which are countries that I can go and study after learning French?

You can go to France and Canada for your higher education after learning French with HERE AND NOW - The French Institute.

Translation: Government Certificates, Billing, Blogs, Vlogs, scripts, News, Articles

Interpretation: Tour Guide, audio , Medical purpose, Government Projects

Voice over

Movies, cartoons, short films, Documentary, youtube videos , About the company videos.

Subtitling,

Movies, cartoons, short films, Documentary, youtube videos , About the company videos.

Certificate provision for students from external institution:

**Department Number 2 - Human Resource:**

**Career opportunities with HERE AND NOW - The French Institute:**

**CEO:** The candidate must have a minimum of 10 years of experience in leading an organization preferably in the education industry. The candidate will be responsible for heading the product launch and development of HERE AND NOW. If the candidate wishes to know more about the compensation details they can email their applications to [hr@hereandnow.co.in](mailto:hr@hereandnow.co.in) detailing their profile.

**CTO:**The candidate must have experience and latest technical knowledge about all things concerning AI, technology and relevant progress in the industry.

**Pedagogy Director:**The candidate must be a native speaker or hold a C level certification. They will be heading the pedagogic department along with initiating activities that coordinate with other departments.

**Sales Support Officer:** The candidate should support the Admissions officer as well as the administrative department when the role demands it. This may include digital as well as offline methods (organising campus visits to universities/ approaching the placement cell to discuss placement opportunities after learning French). Digital modes include completing the onboarding of students by collecting their identity proof and filling out the duly signed application form to the satisfaction of the department. The aforementioned documents should be organized/uploaded to Google Drive and communicated to the team so that the classes can commence.

**How to become a French professor at HERE AND NOW:**The candidate must have completed DELF B2 or equivalent post assessment on the interview and trained in the HERE AND NOW methodology of teaching Business French. If the candidate has a lower qualification they can enroll in the courses offered and still be absorbed as a professor or pedagogic intern.

**How to become a French Translator:**

**Interpreter:**

**Content writer:**The candidate should have commercial awareness about the latest genre of videos that are gaining attention on social media and incorporate them in production of videos for better reach.

**HR Manager:** The candidate should have experience in recruiting for internal and external positions that would reduce the workload on managers. They should be proactive in streamlining operations and existing systems to more time working on core activities. The candidate would also be responsible for leading a team of recruiters meticulously trained and assigned to every department of HERE AND NOW. Administrative and recruiting duties need to be assigned based on strengths of each person since coordinating with vendors should not interrupt workflow or progress of recruiters.

**Internships:**HR, Digital Marketing, Pedagogic Intern, Business Development, AI.

**Experience certificates for interns and employees:** The date of joining and end date of internship that was meticulously recorded (and updated,if necessary) while onboarding and the responsibilities of the intern/employee should be cross-verified with the immediate supervisor and assigned manager for approval.

**Course completion certificates:** The request can be processed post-approval from the Pedagogic Director for further assessment and validation of alumni data.

**Diplomas for students:**The student should submit a [Google Form](#) for the approved and relevant levels post publishing of results by the Pedagogic Department. The picture submitted should be passport size and professional.

**Placements:**

**Number of Placed Students:**

**List of Companies students got placed:**

Anusha

Shireen  
Mohan - Bosch  
zainab - SocGen  
Infant Navis  
Aparna -  
Devi  
Devaki  
Saranya

#### **Holidays for the year 2024:**

January: 1st: New Year, 15th: Pongal, 16th: Thiruvalluvar Day, 26th: Republic day,  
February:  
March:  
April:  
May:  
June:  
July:  
August: 15th Independence Day  
September:  
October:  
November:  
December:

#### **Department Number 3 - Marketing:**

**Marketing:** The candidate should have awareness of how to make the general public aware of the courses in a cost efficient manner. This may include digital as well as offline methods (organising campus visits to universities/ approaching the placement cell to discuss placement opportunities after learning French). The candidate should also have good knowledge of Google Ads / Meta Ads to analyze performance and make amends to the deviation.

#### **Department Number 4 - Sales:**

**Admissions Manager (Sales):** The primary responsibility is to generate revenue by full understanding of the courses and their price range. The candidate is also responsible for building and maintaining an excellent rapport with the client to facilitate future admissions and referrals.

#### **Department Number 5 - Operations/ Administration:** (2 items) - Sai (SRS)

**Name of the organization:** HERE AND NOW - The French Institute.

#### **Admin Team:**

Madame Deepti BALAGOPAL, Director & Co-inventor of the IMMERSION PROGRAM.  
Ruthran RAGHAVAN, Founder & CEO of HERE AND NOW - The French Institute.  
Vinodkanna JOTHIMANI, CIO (Chief Information Officer).  
Sairam S, HR Manager.



**Interns:**

Lakshmi Priya Mohan: Digital Marketing Intern  
Sowmya S: AI Intern

**Marketing Team:**

Arjun : Marketing Head.  
Aishwarya: Google Ads Specialist.  
Balaji: Meta Ads Specialist.  
Vinodkanna JOTHIMANI: Marketing Head  
Lakshmi Priya Mohan: Digital marketing intern

**Server Team:**

Gopalakrishnan K, Hardware Head  
Balaji, Server Head (<https://school.hereandnow.co.in>) is maintained by Balaji)  
Johnson,

**Professors:**

Prof. Ruthran RAGHAVAN  
Prof. Deepti BALAGOPAL  
Prof. Boopathi T  
Prof. Ananth  
Prof. Devi Priya  
Prof. Hema Priya  
Prof. Meenakshi  
Prof. Prathiba  
Prof. Shireen  
Prof. Meenakshi  
Prof. Vinisha  
Prof. Ayushi

**Office timings:** The office timings are from Monday to Friday from morning 10 AM to 7 PM IST.

**Contact information:** (6 items) - Sai (SRS)

Mobile numbers: +91 98410 520 70 / +91 996 296 1000.

WhatsApp: +91 98410 520 70.

Email: [contact@hereandnow.co.in](mailto:contact@hereandnow.co.in)

HR mobile number and WhatsApp: +91 8610337621

HR Email ID: [hr@hereandnow.co.in](mailto:hr@hereandnow.co.in)

Postal Address: HERE AND NOW - The French Institute, (Building Name: Venus Complex), No.648, P.H. Road, Aminjikarai, Chennai 600029 (Landmark: Diagonally opposite Ampa Sky One).

Google maps link: [HERE AND NOW](#)

**Department Number 6 - Education/ Pedagogy:****Professors at HERE AND NOW - The French Institute:****Qualification:****Certifications:****Teaching Methodology:**

### **AI in classrooms:**

AI-powered language apps are more convenient, personalized, and effective. Often integrated into eLearning courses, apps give learners remote access to content and can play an active role in the process.

Just as the rise of online education revolutionized the language learning process, developments in AI technology promise a new turning point. Studying a language with AI is becoming increasingly common, as AI enables various useful features in apps and programs.

### **Language bots:**

Many believe that to fully understand the peculiarities of a language, you must engage with native speakers. However, AI models replicate real speech and conversations with rapidly increasing accuracy. HERE AND NOW - THE FRENCH INSTITUTE has built an AI assistant 'Caramel'. Caramel's language learning chatbot can respond to messages with personalized, relevant information. Language learners can use a chatbot to practice conversations without the anxiety they may feel when talking to a person.

### **Teacher Training Program - FLE & FOS:**

### **Teacher Training Program - Grammaire:**

### **Teacher Training Program - Psychology:**

### **Teacher Training Program - AI in classrooms:**

### **Department Number 7 - Accounts:**

#### **Billing:**

GST, PURCHASE ORDER, INVOICING, RECEIPT, CREDIT NOTE

please contact [vinodkanna@hereandnow.co.in](mailto:vinodkanna@hereandnow.co.in)

#### **Accounts receivable:**

Technical services, Ordering Books.

#### **Refund related queries:**

1. Cancellation & Refund: Candidates must read and understand the rules pertaining to payment and non-refundable policy of fees. No disputes
2. regarding refunds will be entertained. Cancellation or Refund is not permitted under any circumstances including natural disasters, war,
3. pandemic, lockdown and all other reasons where HERE AND NOW is not responsible. Refund is not at all possible for any service rendered by
4. HERE AND NOW unless it is canceled or postponed by HERE AND NOW beyond 90 days from the proposed date. HERE AND NOW can not be
5. held responsible if the service requested is canceled or postponed by external forces such as The Indian Government, The Tamil Nadu
6. Government or any other Authority. In case a candidate is found to be ineligible or not following any rules and regulation specified by the
7. institution in the Students Guidelines and Students declaration form during any stage of the admission process or course delivery, his/her
8. admission will stand canceled with immediate effect and he/she will be subjected to pay the entire program fee along with the penalty. No fee
9. is refundable in any condition including the registration amount which is also non refundable in any condition at any stage. In all matters

10. concerning admissions, the decision of HERE AND NOW shall be final and binding on all the candidates. Regarding the interpretation of the
11. provisions of any matter not covered in the Application Form, the decision of HERE AND NOW shall be final and binding on all the parties
12. concerned. By signing this agreement, the student agrees not to proceed any legal actions nor claim refund. The Student agrees for all the
13. decisions taken by HERE AND NOW.

**Department Number 8 - Legal:**

For legal, please contact [vinodkanna@hereandnow.co.in](mailto:vinodkanna@hereandnow.co.in)

**Department Number 9 - AI & R&D:**

HERE AND NOW ai, an organization created to serve people and

For AI related questions, please contact [caramel@hereandnow.co.in](mailto:caramel@hereandnow.co.in)

**Department Number 10 - Business Development:**

**Corporate Class:**

Are you an organization? You want your employees to master French in a significantly short duration but you don't have enough time and can not come to HERE AND NOW. So we bring HERE AND NOW to your premises.

**AI Related Services:**

Under HERE AND NOW Group, there are two organizations currently. They are HERE AND NOW - The French Institute founded on the 14th of July 2011 providing language related services and HERE AND NOW ai providing ai related services.

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**Prompts data creation:** Using the above information on all the 10 departments of HERE AND NOW - The French Institute, I want you to create a dataset with 1000 rows in the following format:

Column 1: instruction (instruction column should in the form of questions)

Column 2: context

Column 3: response (instruction column should in the form of answers)

Column 4: category

Column 5: department

**Notes:** Since, I don't have complete information for creating the dataset. At this juncture of testing, all I intend is to find out how well the model functions. I need you to create 1000 rows of the five columns of data with the given information. Wherever the information is missing, you can be creative to imagine your own instructions, context, responses and put them in the respective category and department. I will read your output and make the necessary adjustments on my own.

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## **Prompts Section**

**Prompts data creation**: Using the above information of HERE AND NOW - The French Institute, I want you to create a dataset in a table with three columns and 1000 rows in the following format:

Column 1: output (output should be the answer)

Column 2: input (any input given by the user)

Column 3: instruction (instruction can be a question or imperative statement give to the assistant)

Notes: I need you to create 1000 rows with three columns of data with the given information.

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Objective Number 2: This is a very important long term objective, to teach French.

(However, let's address this section after 20th of April - exactly after fine tuning the model with the first objective)

Level A1

Level A2

Level B1

Level B2

Level C1

Level C2

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### **Data Elaboration Prompts:**

Below is the question and answer about HERE AND NOW - The French Institute. I want you to create 30 similar questions for which the answer will be the same.

Question:What is the name of the institute?

Answer: HERE AND NOW - The French Institute

Create the 30 questions in a table format with three columns:

Column 1: output (output should be the answer)

Column 2: input (any input given by the user)

Column 3: instruction (instruction can be a question or imperative statement give to the assistant)

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### **How to increase the data for increasing the understand of the context for the model:**

Step 1: Use the below prompt in ChatGPT

Data Elaboration Prompts:

Below is the question and answer about HERE AND NOW - The French Institute. I want you to create 30 similar questions for which the answer will be the same.

Question:Where is HERE AND NOW located?

Answer: Chennai, India

Create the 30 questions in a table format with three columns:

Column 1: output (output should be the answer)

Column 2: input (any input given by the user)

Column 3: instruction (instruction can be a question or imperative statement give to the assistant)

Step 2: Replace the question and the answer for every item in the sheet: mini-data

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Let's use the below information that you have prepared for our next project "Brownie" - The Robot CEO.

Business Development: (use below points to formulate your Content)

1. Marketing plans and strategies
2. Sales reports and forecasts
3. Customer databases
4. Market research data
5. Partnership agreements

Legal Documents:

- Articles of Incorporation or Organization
- Business licenses and permits
- Contracts and agreements
- Intellectual property registrations (trademarks, patents, copyrights)

## **Requirements for chatbot**

### **CONTACT INFO**

1. Client support or Student support: +91 98410 520 70
2. HR: +91 861 033 7621
3. Internships:
4. Offer letters / Internship certificates
5. General Queries
6. Contact info of course teachers