

Winning Global Success

Company Profile

An Introduction to the WINGS Learning Centre



AHC & Co. Ltd.

A concern of Sheba



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Company information

Legal Name : AHC & Co. Ltd.

Operating Name: WINGS Learning Centre Alternate Names: WINGS, WLC, AHCCL

Location & Mailing Address

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WINGS Learning Centre

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Journey at a Glance



Company Description

Founded in 2001, WINGS is one of Bangladesh's much reputed English and other language training institutions, AHC &CO. Ltd. (AHCCL)'s learning Unit and official test centre (BD001) being in Platinum Association with British Council Bangladesh to host the International English Language Testing System (IELTS) and other Academic and Professionals examinations. Besides all type of customized language programs, AHCCL is well known for exclusive training program of all types ranging from academic to corporate, soft skill to high tech ICT skills.

Products / Services

- ▲ IELTS One Stop Service
- ▲ Diverse English Language Courses
- ▲ Chinese Language & Culture
- ▲ Schools Program/O'Level Tuition Program
- ▲ Professional Skills Development Training

Key Person



Afzal H. ChoudhuryFounder & Group Chairman

He started his career at BTTB and later started his own business. He is an Electrical Engineer and has obtained advanced training on Satellite Telecommunications in 1973 from the USA.



Asif H. ChoudhuryGroup Managing Director

He has been involved with Sheba Group since 2002. He has an undergraduate degree in Economics and Political Science from Rutgers University and an MBA from McGill University.



Nazmul H. Choudhury

Chief Executive Officer, Telecomand ICT Division, Sheba Group.

He is a Civil Engineer, further obtaining P. Eng. in Telecommunication and also is an MBA from Institute of Business Administration, Dhaka University.



Mohammed Alauddin

Chief Coordinator, Sheba Group

Having 35 years of experience in Telecommunications And satellite communication, he has worked in Bangladesh and in The Kingdom of Saudi Arabia. He is a Senior Fellow of the Institution of Engineers Bangladesh (IEB).

Key Person

Mr. Ashik Sarwar

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Professional Highlights:

Experience: Twelve (12+) years.

<u>Organizations worked in:</u> Aarong, University of Oregon - USA, Sheba Group Ltd., Labaid, State University of Bangladesh, BRAC University, BRAC, SGS, The Westin - Dhaka, Scholastica and British Council, Bangladesh

<u>Roles worked in:</u> CEO, Director, Country head of training, HR & Training Manager, University faculty member, Master trainer, corporate trainer and teacher trainer.

Training Experiences:

Total training hour : 12,000 hours + Total number of trainee: 9,000 (approx.)

<u>Sectors Worked as trainer:</u> Food industry, Health industry, Hospitality industry, Education, Education Management and Development sector.

<u>Organizations served as Trainer (full time & freelance):</u> British Council, Bangladesh, Bangladesh Election Commission, Danish Refugee Council, Aarong, BRAC, BRAC Bank, SGS Ltd. Pearl Institute of fashion & Technology, British High Commission, Dhaka, The Westin, Dhaka, BRAC University, State University and Labaid ltd.



Executive Summary

AHCCL's academic unit WINGS Learning Center (WLC) is a full-service, year-round language training and testing services organization. WLC is one of Bangladesh's oldest language training institutions and British Council's test center for IELTS, School Exam and all other Professional Programs. Since its establishment, WINGS has helped students to learn English and continue their studies at so many universities globally. It provided MBA in partnership with Victoria University, Melbourne, Australia till 2009. Having a pool of top most professional trainers, AHCCL i.e. WLC is capable of developing and serving the trainings of any requirements.

Key Services:

Language Programs

- ▲ General English as English for General Purpose (EGP)
- ▲ Spoken English
- ▲ Bengali Language
- ▲ Chinese Language & Culture

Specialized Programs

- ▲ International English Language Testing System (IELTS)
- ▲ Business English
- ▲ Native English and Phonetics Course

School Program

▲ O'Level Tuition Program

TRAINING WE DEVELOP & DELIVER

ICT TRAINING

- Digital Animation Development
- Internet of Things (IoT)
- ▼ IT Process Outsourcing
- ▼ Information Technology **Enabled Services (ITES)**
- Digital Graphics Design

MANAGEMENT TRAINING

- Leadership Skills
- Team Building
- Persuasion Skills
- Facilitation Skills

INTERPERSONAL SKILLS DEVELOPMENT

- Meeting Skills
- **Conflict Management**
- Advance Communication
- Presentation & Persuasion

SALES/BRANDING TRAINING

- Customer Service
- **▼** Up Selling Skills
- ▼ Telephone Conversation Skills
- ▼ Handling Complains
- ▼ Dealing with Various Types of Customer & Client

HUMAN RECOURSE TRAINING

- Job Interview Skills (360° Perspective) PMP
- (Performance Management Program)
- Stress Management
- PERSONAL SKILLS DEVELOPMENT TRAINING
- Debating Skills
- News Presentation Skills
- Business Presentation Skills
- Body Language & Non-verbal Communication Training Need Analysis (TNA)
- Stress Management
- Business English Training
- Chinese Language & Culture
- Training on Soft & Hard
- Skills WINGS Lecture Series

- Sexual Harassment
- Train the Trainers (TOT)

ARFAS WF SFRVF:

- Design & Develop Customized Training
- Leadership & Management Coaching
- Individual Professional Mentoring
- Develop Mutual Learning Partnership

Khurrum Malik



Experience

Thirty (30+) years.

Organizations worked in: Northumbria University - UK, Southeast Bank, BRAC Bank, CARE Bangladesh, BRAC University, ULAB, Chattogram Stock Exchange.

Training Experiences

Total Training hour : 20,000 hours + Number of trainee : 30,000 (approx.)

Areas of training: Business Communication, Developing Effective Teaching Skills, Workshops, Seminars, Conferences on Developing Students Learning Skills, English Language and Communication.

Worked as trainer: City Bank, Southeast Bank, BRAC Bank, CARE Bangladesh, World Vision, SGS Bangladesh Ltd, HB Consultants, British Council, Bangladesh Election Commission.

Ashik Sarwar



Experience

Organizations worked in: Aarong, University of Oregon - USA, Labaid, SUB, BRAC University, BRAC, SGS, The Westin - Dhaka, British Council.

Training Experiences

Total Training hour: 10,000 hours + Number of trainee: 8,000 (approx.)

Areas of training: Business Communication, Developing Effective Teaching Skills, Workshops, Seminars, Conferences on Developing Students Learning Skills, English Language and Communication.

Worked as trainer: British Council, Bangladesh, Bangladesh, Bangladesh Election Commission, Danish Refugee Council, Aarong, BRAC, BRAC Bank, SGS Ltd., British High Commission, Dhaka, The Westin, Dhaka, BRAC University, University of Asia Pacific.

Md. Takit Mallik



Experience

Three (3+) years.

Organizations worked in: University of Dhaka, American Center, and British Council with different projects.

Training Experiences

Total Training hour: 3,000 hours + Number of trainee: 5,000 (approx.)

Areas of training: Language and Communication, Business Communication, Developing Effective Teaching Skills, Conferences on Developing Students Learning Skills, English Language and Communication.

<u>Worked as trainer:</u> Judicial Administration Training Institute, WINGS Learning Centre.

Kh. Atikur Rahman

Experience

Ten (10+) years.

Organizations worked in: Bangara Mujibur Rahman Maritime University, AUST, Daffodil International University and DUET.

Training Experiences

Total Training hour: 8,000 hours + Number of trainee: 6,000 (approx.)

Areas of training: Business Communication, Developing Effective Teaching Skills, Workshops, Seminars, Conferences on Developing Students Learning Skills, English Language and Communication.

Worked as trainer: G4S, Rotary Club International, BSMMU, WINGS Learning Centre, English Language consultant for Foreign (Singapore) Domestic Worker Training Program, Newton International (Newton Hotel School).



Homaira Tanzila

Experience

Twelve (6+) years

<u>Organizations worked in:</u> Bangladesh International Tutorial (BIT), International School Dhaka (ISD)

Training Experiences

Total Training hour : 5,000 hours + Number of trainee : 3,000 (approx.)

<u>Areas of training:</u> Business Communication, Developing Effective Teaching Skills, English Language and Communication.

<u>Worked as trainer:</u> Bangladesh Election Commission, Danish Refugee Council

Shohel Rana

Experience

Five (7+) years



<u>Organizations worked in:</u> Uttara University, Eastern University Green University and City University.

Training Experiences

Total Training hour: 6,000 hours + Number of trainee: 9,000 (approx.)

<u>Areas of training:</u> Business Communication, Developing Effective Teaching Skills, Workshops, Seminars, Conferences on Developing Students Learning Skills, English Language and Communication.

<u>Worked as trainer:</u> UBC Okanagan, WINGS Learning Centre, Uttara University, Eastern University Green University and City University.

Khalid Hasan



Experience

Three (3+) years.

Organizations worked in: British Council IELTS & ACCA Test Centre, Rajshahi, Manarat Dhaka International College

Training Experiences

Total Training hour: 2,000 hours + Number of trainee: 3,000 (approx.)

Areas of training: Language Communication, Business Communication, Developing Effective Teaching Skills, Conferences on Developing Students Learning Skills, English Language and Communication.

<u>Worked as trainer:</u> British Council IELTS & ACCA Test Centre, Rajshahi, WINGS Learning Centre.

Ishrat Rahman Nadia



Three (6+) years.

<u>Organizations worked in:</u> Presidency University Bangladesh, HURDCO International School



Total Training hour: 3,000 hours + Number of trainee: 5,000 (approx.)

<u>Areas of training:</u> Business Communication, Developing Effective Teaching Skills, English Language and Communication.

Worked as trainer: Bangladesh Election Commission, WINGS Learning Centre, University of Asia Pacific, BMARPS, Kazi Farms Group, BSRM, Espahani Group.



Detailed Product/Service Description

Language Program

▲ General English as English for General Purpose (EGP)

This particular course has been designed to help students develop their English language skills whatever their goals and different skill levels.

English for General Purposes - Beginner to Upper Intermediate

WINGS Learning Center (WLC) is a provider of English Language Intensive Courses for students of every level. WLC has multiple levels of General English, from Beginning to Advanced, which allows students to be placed in level appropriate classes.

A communicative approach is taken in the General English program, focusing on Speaking and Listening. Writing and Reading will focus on tasks that a student might expect to do in filling out forms, applying job and reading classified documents. This allows students to use the language right away in wherever slick and precise English is concerned.

All students are provided with a course book and supplementary materials suggested by the teachers. WLC has a fully equipped library, which students use to supplement their learning experience.

▲ Spoken English

Being able to speak in English is having a key skill. Spoken English at WINGS helps participants to build speaking ability to a great level. It opens horizons of opportunities to anyone aims to contact the unexplored world.

Chinese Language and Culture

As a language center, WINGS intends to go beyond the traditional perception of sticking to one language only. Other languages that are spoken by remarkably larger population of the world and have commercial significance has same importance for teaching and learning here. Chinese Language is used by the largest demography of the world and it has been gaining popularity among the non-Chinese demographics for reasons. China, the land of business, is spreading the trade and commerce across world in such a way that small and big traders now have started to feel the urgency of learning Chinese and a bit of their culture. WINGS Learning Centre has everything to take the charge of providing signature quality in this language too.

Specialized Program

International English Language Testing System (IELTS)

IELTS test preparation courses are designed for students who plan to study in English-speaking universities and must submit an IELTS score as part of their application. The courses provide intensive preparation for all question types in each section of the test and help the students increase their test score. During the course they practice listening skills, receive explanations of grammar points, practice using the resource centre, practice IELTS exams, and improve academic

■ Business English

Business English brings students into a modern business environment where technology plays an important role in the day-to-day operations. Participants will learn how to read, write, understand and discuss various business-related topics using newspaper articles, textbooks, podcasts and websites.

These are considered as tools and skills to succeed in business while achieving a solid understanding of business principles. Classes are taught using contemporary and authentic real world learning tools and case studies.

Native English and Phonetics Course

This course aims to improve and sharpen the learners' Speaking Ability with accuracy and enhance listening ability. English Language sounds and pronunciation are mostly unfamiliar and uncomfortable to Native Speaking style which brings up challenges to anyone using English as Second Language. Students can enable and equip themselves with Native Speaking Sounds, Phonemes and Pronunciation which make their English distinctive and sound Native speaking style and Making Pronunciation like British.

Training Program

▲ Training of the Teachers (TOT)

This is a practically-oriented, pre-service teacher training course for teachers, who are teaching English as a second or foreign language to adults, through some contents of international standard as well as the teachers of other subjects. WLC will offer this credential in an intensive format a number of times per year and in custom-designed formats to suit the needs of the group of individuals.

Areas we serve

- Trining Needs Analysis (TNA)
- Design & Development Customized Training
- Leadership & Management Coaching
- Individual Professional Mentoring
- Develop Mutual Learning Partnership

School Program

O'Level Education

WINGS partnership with British Council has extended to WINGS Learning Centre now being the official exam venue for IGCSE - O/A level exam and other professional tests under British Council. So WINGS Learning Centre is now a centre for almost all kinds of test British Council offers.

This status gives WINGS more completeness as a centre for O-Level education like it is to the IELTS participants for IELTS. An O-Level student can perform everything from O-Level to IELTS, which is ideally a 4 years journey, right at WINGS Learning Centre.

▲ O'Level Success Story



WINGS student Muhammad Zuhair Khan collects recognition from Honorable Chairperson of ASHIC Foundation Ms.

Salma Choudhury for his extraordinary results in AS exam by achieving world highest number in Pure Mathematics 1, Physics 1, Physics 2 and Statistics 1.



Honorable
Chairperson of
ASHIC
Foundation Ms.
Salma
Choudhury
receives a crest
from O'Level &
School Program

Coordinator Ms. Ahsana Akter at the Guardian Meet & Awarding Ceremony. Mr. Md. Ashik Sarwar, COO of WINGS Learning Centre is also present in the frame.

Future Plan

AHCCL is very seriously looking forward to launching following programs in near future through WINGS Learning Center (WLC). Constant efforts and course of actions are made to effectively initiate those. WINGS i.e. AHCCL endeavors to grow even bigger in ICT.

⊿ ICT

Although WINGS already has the track record of training ICT relevant skills to a number of clients, ICT oriented Soft Skill programs are developing to a comprehensive resolution to cater the needs and wants of the corporate and individual groups. WINGS strives being part of this massive transformation in all over education, agriculture, health and other key service sectors.

AHCCL has professional affiliations with international culture and education specialists British Council and renowned IT specialist Sheba Technologies Limited. Therefore, implementation of ICT in spreading education is AHCCL's area to explore and thrive.

Health sector will also be touched by AHCCL efforts with ICT too. A blend of WINGS developed English for Special Purposes (ESP) for nurses along with introduction of Apps and relevant technological education will ensure smoothness into their job and record keeping.

Valued clients









IDP Education: Open your world

















Our clients speak for us









Computer Lab & Graphics Workstation

WLC has most advanced equipments for Web, Graphics, Digital Marketing, CISCO, MikroTik, Microsoft, Linux, VMware, Android, WiMAX & Telecom, VoIP Training in various tracks. All programs can are delivered independently and a huge team of dedicated trainers works day and night for assuring results. WLC offers server and network access to students even in the night, as all server and network are online. Our students can access them using Public IP. WLC facilities makes learning environment friendly, professional as well as comfortable. At its disposal, WLC has an impressive infrastructure in Bangladesh. Some of the highlights of facilities available are:





A view of an empty training room and with the trainees





A corporate training in progress

Our Facilities & Training Room



Each of the the training rooms at WINGS can accommodate a large group of trainees



WINGS Learning Centre is a venue for a number of international tests



WINGS has an enriched resource center



The training rooms equipped with multimedia projector and necessary high-end logistics



Light-weight and removable chairs and tables make it easy to go for any suitable setup for the audience/trainees



Another room with seating arrangement for an international test

Success stories (2002 - 2022)

Danish Refugee Council

Danish Refugee Council (DRC), a Cox Bazar based International NGO hired WINGS Learning Centre in 2021 for a Leadership training for People Managers. WINGS sent some of our veteran trainers to Cox Bazar to conduct the training at Danish Refugee Council Sayeman Heritage Residence, 3rd Floor, Sayeman Road, Baharchara, Chittagong. The training went so successful that inspired Danish Refugee Council (DRC) to take another training from WINGS which is about to kick off.



All the participants and trainers are taking pictures after the training



Certificate Awarding Ceremony of Leadership training for People Managers Managers

Judicial Administration Training Institute

WINGS Learning Centre served Judicial Administration Training Institute (JATI) by facilitating the English Language Skills Course with the IELTS Touch program. The participants were all judges who replenished the aptitudes with modern concepts and applications English language. The training ended very successfully with WINGS Learning Centre's excellence reaching out to judiciary system of the state.



Impromptu speech session in progress. The course was designed to engage the participants this way most actively.

A view of argumentative speech session where the participants teamed up and defended their stands facing relevant questions from others.



Bangladesh Election Commission

Bangladesh Election Commission hired WINGS Learning Centre to train 100 of their high officials in multiple batches under Capacity Development of Election Commission Secretariat (SCDECS) Project in 2019. The project is ongoing with only the 1st, 2nd & 3rd batch successfully completed while preparing for a new batch November, 2021.





Additional Secretary Mr. Md. Mokhlesur Rahman and WINGS Learning Centre COO Mr. Md. Ashik Sarwar are signing the contract.





As required by the project, there were multiple facilitators used from strong trainers pool of WINGS



Honorable Chief Election Commissioner KM Nurul Huda addresses at the inaugural ceremony of English Language Proficiency Course under SCDECS Project



Delighted participants pose for photo at the certificate awarding ceremony with high officials of EC and WINGS.

ERD, Ministry of Finance

Trained the personnel from number of national and international organizations; some government bodies included ERD, Ministry of Finance in 2011. Most effective training methodologies and enriched training materials developed by AHC's listed trainers resulted satisfactory outcomes in the trainees as their feedback was real inspiring.





CIVIC Foundation

Institute of Lifelong Learning and Research (ILLR) of CIVIC Foundation, a Rangpur based Non-Government organization hired WINGS Learning Centre in 2018 for a ToT program. WINGS sent a veteran trainer to Rangpur to conduct the training at CIVIC Foundation's venue in Rangpur. The training went so successful that inspired CIVIC to take another training from WINGS which is about to kick off.









Victoria University of Melbourne (offshore campus), Australia

About 4000 students successfully completed their MBA during 2002 to 2009 from Victoria University of Melbourne (offshore campus), Australia which depicts the academic management excellence.





IDP Australia & British Council

Over 100,000 candidates enrolled and subsequently attended the IELTS test using WLC as their venue since 2001 under IDP Australia & British Council.





Partnerships

Currently WINGS has come in partnership with a number of renowned academic and trainer organizations. Shown below a short list of them.





WLC& BECofficials at an MoU signing program





WLC& UIU officials at an MoU signing program





WLC & SNL have signed an MoU recently

Digital footprint of WINGS

Digital Marketing Activities Record Of WINGS Learning Centre



/wlcbd 57,808 Likes 58,125 Followers



/ WINGS Learning Centre 1,802 Connection



/wingsbd 201 Followers



/ WINGS Learning Centre 3,530 Views 137 subscribers



WINGS' Views



A view of the building



A portion of the resource centre



A high capacity training room



Entrance



Interactive yet effective teaching style



Studio classroom

Note

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Thank You

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