

18th February 2026

Proposal for Establishing a German Language Learning & TELC Examination Center

1. Introduction

To establish a modern and accessible German Language Learning Center integrating **Deutschfuchs**, an innovative digital German learning platform widely used across the world.

2. About 27th Business Lane Hub

27th Business Lane Hub is a legally registered enterprise specializing in educational technology, language solutions, and international collaboration. Established in 2015, the organization has played an active role in promoting global language learning platforms and educational consultancy in Sri Lanka also known as SLG Forum.

Since 2022 the app has been used by over 200 nursing candidates to study and over 60 managed to pass the B1 and obtain employment in Germany through us.

✓ **Legal and Regulatory Background:**

The organization has previously collaborated with Horizon Campus Malabe to conduct a similar language school in 2022 as per the attached MoU. We also had over 300 nursing candidates with over 100 passing B1 exams at the Goethe.

5.1 Career Opportunities

Today, German language skills open a broader range of opportunities than ever before. While in the past many individuals pursued German primarily for academic purposes, there is now a growing demand across diverse sectors including:

- Nursing and caregiving (with high demand in Germany and Austria)
- Truck drivers and logistics operators

- Supermarket and restaurant staff
- Bakery and butchery workers, cashiers
- IT professionals and programmers
- Coders and software developers
- Hotel and hospitality staff
- Craftsmen and technical professionals
- Automobile mechatronics technicians
- Civil and mechanical engineers
- Industrial automation specialists
- Students pursuing higher education abroad
- Tourism and Ayurveda wellness professionals

With increasing awareness among Sri Lankans about these career pathways, the demand for German language education has significantly expanded beyond traditional university classrooms.

5.2 Changing Learner Needs and the Role of Technology

In today's busy world, many learners are unable to attend regular physical classes due to work commitments and personal responsibilities. This has led to reduced attendance in conventional classroom settings. To address this challenge, we propose the introduction of the Deutschfuchs platform at Sarvodaya in a hybrid model, combining self-paced digital learning with in-person support for speaking, listening, and mock exams.

Weekend sessions can be scheduled in the language lab, utilizing its audio-visual and headset-equipped environment. This hybrid approach ensures both flexibility and quality in learning.

5.3 Innovative Teaching Strategies

Our teaching approach extends beyond traditional textbook methods. The **Deutschfuchs system** integrates:

- Task-based learning
- Listening comprehension through real-world dialogues
- Interactive grammar exercises
- Role-plays and simulations
- Vocabulary games and visual flashcards
- Pronunciation support with AI feedback

- Cultural immersion modules

These new strategies help students learn faster, stay engaged, and gain practical language skills applicable to real-life situations and professional environments.

6. Introduction to Deutschfuchs App

Deutschfuchs is an advanced platform for teaching and learning German as a foreign and second language. Designed with both teachers and learners in mind, it offers digital, interactive training materials that are motivating, user-friendly, and effective for learners from A1 to B2 levels. It supports both self-directed and classroom-based learning and is compatible with PCs, tablets, and smartphones, as well as available in Google Play and Apple App Store.

6.1 General Features and Compatibility

- Can be used independently or alongside well-known coursebook series (e.g., *Menschen, Beste Freunde, Momente*).
- Compatible with Zoom, Skype, and includes an integrated video conferencing tool.
- Offers white labeling for institutions.

6.2 Core Learning Tools and Content

- Over 5,000 interactive exercises and games with model solutions.
- Comprehensive development of the four language skills: reading, writing, listening, and speaking.
- Includes grammar and vocabulary training, dictation exercises, and *Landeskunde* (German culture and society).
- Supports 21 language translations from Albanian to Vietnamese.
- Regular content updates ensure relevance and innovation.

6.3 Learner-Oriented Features

- Intuitive self-study tools for vocabulary, grammar, and verb conjugation.
- Gamification features promote engagement and fast progress.
- Suitable for beginners, including those with limited media literacy or prior German knowledge.

- Translated vocabulary and recorded pronunciations for ease of understanding.
- Real-time feedback and assessment options available.

6.4 Teacher-Oriented Features

- Easy lesson planning, documentation, and learner tracking.
- Designed for face-to-face, hybrid, and online teaching modes.
- Simple learner management and class organization tools.
- Teachers can create their own interactive content with images, audio, and video.

6.5 Support for Course books

Tailor-made resources (word lists, exercises) are provided for:

- *Beste Freunde*
- *Menschen*
- *Schritte international neu*
- *Schritte plus neu*
- *Momente*

6.6 License Models

- Standard – for individual teachers
- EDU – for schools and universities
- Business – for private institutions

All models include:

- Unlimited access to materials, functions, and updates.
- 30-day and 365-day access options.
- Full multilingual interface and learner support.

6.7 Evaluation Methodology:

Each learner's progress is continuously tracked through the app's internal evaluation system, including vocabulary tests, grammar quizzes, listening exercises, and reading comprehension. Upon completion of each level,

students will undergo a mock examination supervised by certified German language supervisors and invigilators to ensure alignment with international standards.

- Deutschfuchs is a premium educational platform not currently in use at any other language institutions in Sri Lanka, making this project a pioneering initiative.
- Access to the platform is restricted to approved institutions only, ensuring quality control, focused implementation, and strategic learning outcomes.

7. German Language Curriculum Overview (CEFR Framework)

The **Common European Framework of Reference for Languages (CEFR)** categorizes language proficiency into six levels, from A1 (beginner) to C2 (mastery). For the purposes of this program, we focus on levels **A1 to B2**, which are most relevant for academic, professional, and migration goals.

7.1 German Language Proficiency Levels (CEFR)

Level	Description	Skills Gained
A1 (Beginner)	Introduces learners to basic communication and everyday expressions.	<ul style="list-style-type: none"> - Greet others, introduce self - Ask and answer basic personal questions - Understand simple phrases - Communicate if the other person speaks slowly
A2 (Elementary)	Enables basic communication in routine daily tasks.	<ul style="list-style-type: none"> - Understand common phrases related to family, shopping, and work - Participate in simple conversations - Describe familiar topics in simple terms

<p>B1 (Intermediate)</p>	<p>Builds independence in communication and basic workplace interaction.</p>	<ul style="list-style-type: none"> - Understand main points of standard speech - Handle most travel situations - Write short texts and describe events or experiences - Express hopes and opinions
<p>B2 (Upper Intermediate)</p>	<p>Prepares learners for academic and professional environments.</p>	<ul style="list-style-type: none"> - Understand complex texts and discussions - Interact fluently with native speakers - Produce detailed, well-structured writing - Discuss viewpoints with supporting arguments

The **Deutschfuchs app** is aligned with these CEFR levels and provides structured learning content accordingly.

7.2 Certification and Recognition:

After successful completion of the relevant level and the mock exam, participants will receive a certificate issued by 27th Business Lane Hub in affiliation with internationally recognized standards (e.g., Goethe, ÖSD, TELC). Official examinations will be conducted at our recognized testing center – SFI, under proper supervision

8. Responsibilities of Tanja Krojer - 27th Business Lane Hub

- Provide full access to the Deutschfuchs app under a valid license agreement.
- Create usernames and passwords for all registered students and assign them to appropriate levels (A1–B2).

- Offer technical support to both students and teachers on app-related issues.
- Train nominated teachers and staff on app usage, digital content delivery, and evaluation tools.
- Align the curriculum with CEFR German language levels (A1 to B2) and provide necessary learning materials and planning guides.
- Conduct mock examinations at each level with the involvement of qualified German language supervisors and invigilators.
- Support the mock examination evaluation, providing digital insights and progress data.
- Coordinate with SLFEA (Skills for Inclusion) to register eligible candidates for recognized international German examinations.
- Provide internally issued certificates aligned with international language learning standards upon course completion.
- Promote the course through partnerships with NAITA, German Tech, NTS, VT institutions, universities, the hotel industry, and Ayurveda sectors.
- Maintain the student registration list, app usage statistics, and generate regular data reports for SLFI
- Assist in student coordination, answering queries, supporting app navigation, and resolving any learning challenges.

8.2 Scope of staff

- Lead advertising and student recruitment campaigns through institutional and regional networks.
- Register students and ensure accurate documentation of personal and academic information.
- Nominate and register qualified German language teachers to deliver instruction through a blended model.
- Collaborate in conducting teacher training on methodology and app integration, in partnership with 27th Business Lane Hub.
- Design and implement teaching methodologies, lesson planning, and CEFR-based course schedules.
- Monitor teacher and student attendance and ensure timely lesson delivery and engagement tracking.
- Provide classroom space and language lab facilities to ensure blended learning support.

- Manage payments to teachers, including salaries, honorariums, and compensation for extra tasks such as mock exams.
- Distribute printed and digital learning materials, exercises, and support documents to students.
- Conduct and assist with mock examinations, including evaluation and marking, in partnership with the app team.
- Issue certificates jointly with 27th Business Lane Hub for students who complete each level successfully.
- Maintain a centralized registration list, manage student academic records, and assist in long-term data management of the project.

Proposed centers in Moratuwa , Galle, Kandy, Kurunegala and Jaffna.

Exam Centre: Bandaragama Facility

9. Agreements and Licensing Details

- **Deutschfuchs License:** The license will be registered under 27th Business Lane Hub with exclusive implementation rights at SLFI.
- **Duration:** The licensing agreement shall be valid for an initial period of 3 years, renewable upon mutual agreement.
- **Data Security:** All user data will be securely stored in compliance with GDPR and local data protection regulations.
- **Branding:** Joint branding opportunities will be agreed upon for materials, certification, and events.

The 27th Business Lane Hub holds the exclusive implementation license for the Deutschfuchs app in Sri Lanka, with rights to distribute access to recognized educational partners.

As the official license holder, we are authorized to deploy the app only in collaboration with reputable institutions that meet our quality and delivery standards.

10. Proposed Course Fee and Agreement Terms

- **Deutschfuchs App Fee:** LKR 3,750 per student for a month up to full access (1-year license).
- **Online Classes :** A1-B1 - LKR 75,000
- **B2 only Physical Class for Nursing Professionals: 25,000**

- **Physical Classes A1-B1 LKR 85,000**

11. Promotion and Outreach Strategy

This German course will be actively promoted in collaboration with: Sri Lanka Foreign Employment Agency and

- **NAITA**
- **German Tech Institute**
- **National Apprenticeship Training System (NTS)**
- **Vocational Training (VT) Institutions**
- **Universities and Higher Education Institutes**
- **Tourism & Hotel Industry**
- **Ayurveda and Healthcare Sectors**

Our goal is to serve students, professionals, and those preparing for migration or higher studies in German-speaking countries.

12. Future Development Plan

- Establish as an officially registered German language training and examination center.
- Expand access nationwide through regional Sarvodaya branches.
- Integrate the program as a Partnership **model** between 27th Business Lane Hub and Sarvodaya.
- Introduce custom modules for fields such as caregiving, hospitality, and Ayurveda.
- Link with Germany based Language schools accreditation.

13. Conclusion

We believe this initiative will not only elevate German language proficiency in Sri Lanka but also open a gateway for migration, education, and career advancement.

Our vision is to become a **nationally recognized German learning and testing hub**, guided by international standards and sustained through public–private collaboration.

Overhead structure.

Lecturers LKR 75,000 per month- 3 lecturers A1 –B1

Admin Cost LKR 150,000

Rent LKR 200,000 (Library and Admin Office with 2 lecture rooms)

Director Fee LKR 150,000

German volunteer teachers will be provided accommodation only

Donations from Germany:

Library materials

Sponsorships

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