



Gyan-key

read + write + speak

An initiative of
Non-Resident Villager (NRV) movement

Gyan-key initiative



- **Gyan-key** library initiative is working towards encouraging rural secondary school students to read, write and speak
- It is a unique concept – a library for the students, by the students
- With the support of Non-Resident Villager (NRV) we installed 5,170 **Gyan-key** libraries in 8 states of India
- **Gyan-key** library is benefitting 10,19,200 (1 million+) rural students

After reaching this milestone we gave a **re-look** to the activity through a survey

Survey participants:

Rural school students, teachers, principals, parents and our back-end office



Survey observations:

- 2% to 24% read books in the library
- Girl students were found to read more than boy students(58%)
- Identified 113-148 most popular, most favourite and most read genres
- 1,480 school students, teachers, principals & parents **gifted** a total of **1 lakh+ books** to their **Gyan-key** on birthdays and other special occasions
- Amplified response when the schools participated by purchasing books of their choice and on their own



Based on our observation and feedback from all our stake holders we came up with the idea of **Gyan-key** library hanger

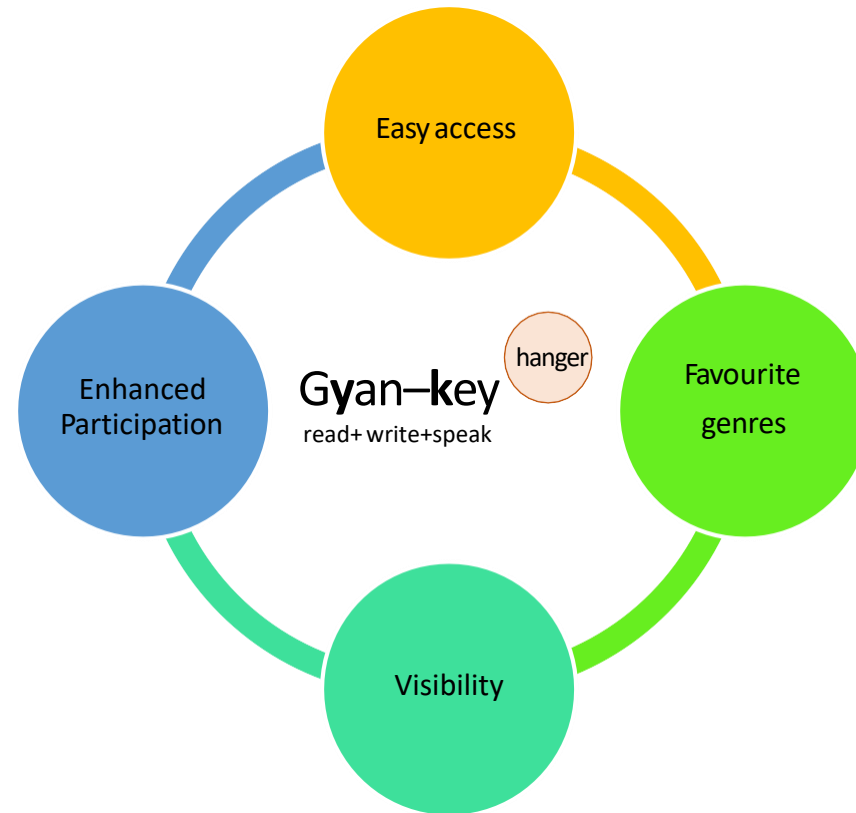
Survey results implementation:

- Reduced the cost of **Gyan-key** library from ₹ 6,700/- to ₹5,710/- (₹5,440/- (Gyan-key hanger) + ₹270/- (transportation)) / \$85 / €67
- Modified the book set to include the popular genres

Gyan-key hanger- A novel approach



Gyan-key hanger is a set of books on most read book genres, organized in a book hanger



Gyan-key hanger is Piloted in 49 schools and 19 police stations in India. We got a very encouraging response

Cost of one Gyan-key: ₹5,710 /\$85 /€67 (with hanger)



Highlights of Gyan-key Initiative



- This is the world's largest rural reading initiative
- **Gyan-keys** are installed in rural secondary schools in India with the help of Non-Resident Villagers (NRV)
- 3 **Gyan-keys** are installed every working day
- 5,170 **Gyan-key** libraries are installed in 1,840 working days

State	Number of Gyan-key libraries
Maharashtra	4,750
Karnataka	67
Andhra Pradesh	49
Telangana	148
Rajasthan	139
Jharkhand	1
Tamil Nadu	1
Madhya Pradesh	21

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- Gyan-key is benefitting **10,19,200 (1 million+)** rural students
- Till date 41 programs and contests were successfully conducted for Gyan-key school students, teachers & Principals, which saw participation of 2,38,000 rural students
- Till date we have received 1,66,000 postcards and donors and opinion leaders have 1,93,000 capturing the students responses on books they have read. (You can see this communication in our office)
- Till date 10,12,900 (**1 million+**) books worth **Rs.4,63,00,000/- (46 million+)** have been distributed
- This is one of the most effective ways **to keep the regional languages alive**
- Target – To open 94,000 Gyan-key hangers in rural secondary schools across tomorrow's India

Pledge (for students)



- Reading is as important as breathing to us
- Collecting and reading books is our passion
- All good books are our teachers and friends
- We are proud of the variety and richness of the literature tradition available in our mother tongue
- We shall strive to be worthy inheritors of this rich literature tradition by savouring every book that we read
- We shall always respect our mother tongue, teachers, seniors and litterateur.
- We pledge to be friendly with every language
- We will read the books on the topic of environment and we will send plant seeds to sow to our donors & other urban relatives/friends/residents गांव क प्यर (seeds) आपके द्वर
- We believe that in reading, writing and in strengthening regional languages lay human contentment

Guidelines (for school)



- On a school letter head write a letter to YOUR **Gyan-key** hanger supporter and post it through the postal envelope given along with it & one postcard to Pradeep Lokhande, Pune-13. On both these communications mention the **Gyan-key** hanger received by the school. Also express your views about the **Gyan-key** hanger initiative
- **Students should be encouraged to gift books to the Gyan-key hanger on their birthdays and other important occasions in their lives**



- The Gyan-key hanger also comprise of books on environment. Self addressed postcards of opinion leaders have been provided to the students.
- They are expected to write their views on the environment book(s) they have read and on **Gyan-key** hanger initiative

ग्रांव क प्यर (seeds) आपके द्वर

- The students along with the postcards are expected/should be encouraged to give plant seeds (2-4seeds) to the donor. The donors will sow these seeds in pots or premises.
- Initiative to make students aware of their natural environment and undertake steps to protect it.
- Interactive and participative reading and environment program/activity

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- Two photos of the installation of YOUR Gyan-key hanger and if possible, a video clip of the opening should be sent to us on WhatsApp (+91 7843015915). These photos and video-clip will be posted on our website and will be available for all to view. Our website address is ruralrelations.com
- The new books that are added to YOUR Gyan-key hanger should be stamped with the Gyan-key stamp that is given along with the books
- It is necessary for the students to write to us and the supporter on a regular basis. Else, we will assume that the school is not interested in running YOUR Gyan-key hanger initiative and we will be forced to withdraw the books and hanger. The Principal & teachers of the School should motivate students to read the books
- **Please install YOUR Gyan-key hanger at prominent place at the height of 6 feet and clean it on fortnightly basis with dry cloth**

Guidelines (for others)



- Please write a letter to YOUR Gyan-key hanger supporter and post it through the postal envelope given along with & one postcard to Pradeep Lokhande, Pune-13. Also express your views about YOUR Gyan-key hanger initiative
- Few books carry a postcard. You are expected to write your views about the book after reading it
- **Please gift books to YOUR Gyan-key hanger on your birthdays and other important occasions in your lives**
- Two photos of the installation of YOUR Gyan-key hanger and if possible, a video clip of the opening on Whatsapp (+91 7843015915) should be sent to us. These photos and video-clip will be posted on our website and will be available for all to view. Our website address is ruralrelations.com

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Participation and Feedback



- To build transparency, the money is collected in the form of a cheque drawn/ transferred directly in favor of the distributor
- You will receive a letter from the school on their letterhead (mentioning that they have **received** Gyan-key hanger) and regular reactions (book analysis) from students, besides **updates** from the school and our office

Please participate in this initiative



- **Please issue a cheque in favour of**
M/s Patil Enterprises and courier it to
28/A, Bhudhwar Peth
Amber Chambers 3rd Floor,
Appa Balwant Chowk, Pune – 411 012.
- **Please transfer online via NEFT**
Name – Patil Enterprises
Bank – Bank of Baroda
A/c No. – 04500500000113
Branch – Sadashiv Peth
IFSC Code – BARB0SADASH (0 is zero)
- **PayU Money**
<http://ruralrelations.com/gyan-key/>

Media coverage

[Outlook India](#)

[Friday times](#)

[India together](#)

[Amazing Indians](#)

[Aaj ki raat hai zindagi](#)

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Thank You



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Non-Resident Villager (NRV) movement