



Gyan—key

read + write + speak

An initiative of
Non-Resident Villager (NRV) movement

Gyan-key library hanger 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 103-148 most popular, most favourite and most read genres (drama, music, sex, disaster management, habits, environment, hobbies, health, pollution)
- 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

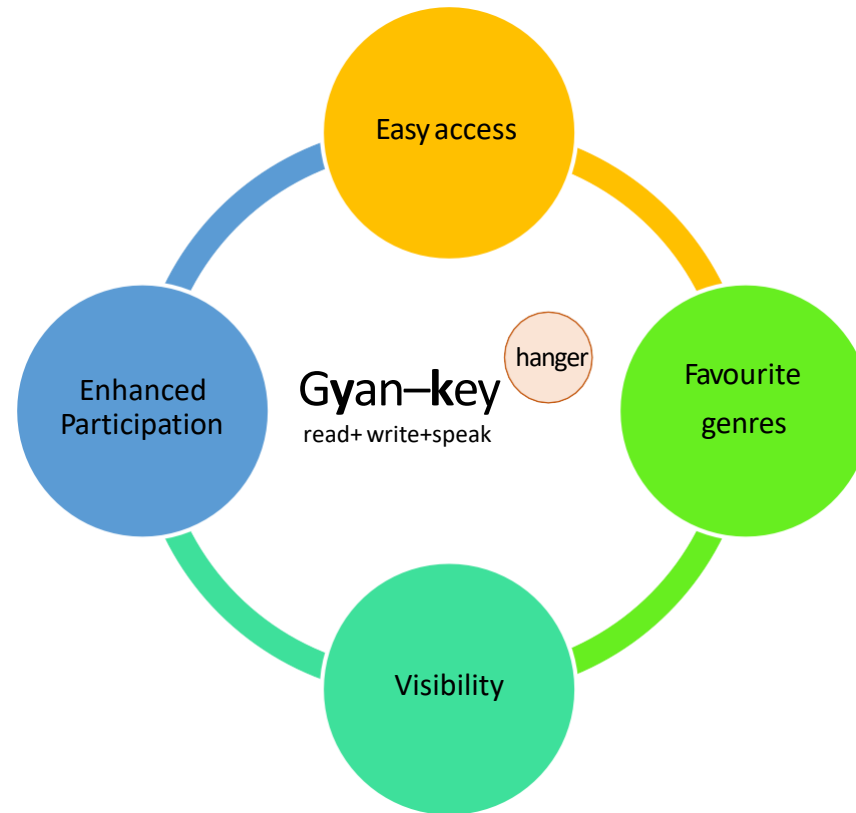
Survey results implementation:

- Reduced the cost of **Gyan-key** library from ₹ 6,700/- to ₹5,710/- (**Gyan-key** hanger) + ₹270/- (transportation)) / \$85 / €67
- Modified the book set to include the popular genres (drama, music, sex, disaster management, habits, environment, hobbies, health, pollution)

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 + ₹ 270 /\$85 /€67 (with hanger)



Highlights of Gyan-key library hanger initiative



- This is the world's largest rural reading initiative
- Every academic year, books worth ₹50,00,000 (**5 million+**) are gifted to the **Gyan-key** schools consecutively for the past 10 years
- **Gyan-key** library hangers are installed in rural secondary schools, Police stations, Societies, and Institutions in India with the help of Non-Resident Villagers (NRV) with an objective to increase the reading habit a little bit
- 3 **Gyan-key** library hangers are installed every working day
- 5,170 **Gyan-key** library hangers have been set up in rural secondary schools in 1,840 working days benefiting 10,19,200 (1 million+) students across 8 states
- The **Gyan-key** library hanger initiative provides books on 103-148 different genres (drama, music, sex, disaster management, habits, environment, hobbies, health, pollution, and constitution).

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- To date, 41 programs and contests have been successfully conducted for **Gyan-key** school students, teachers & Principals, which saw a participation of 2,38,000 rural students
- To date, we have received 1,93,000 postcards and donors – 1,66,000 postcards capturing the students' responses on books they have read. (you can see this communication in our office)
- To date, we have distributed 10,13,800 books, worth Rs.4,63,00,000/- (**46 million+**)
- You can view the data of 4,810 **Gyan-key** library schools on ruralrelations.com/Gyan-key
- This is one of the most effective ways to keep regional languages alive

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 savoring 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 का प्यार [seeds] आपके द्वार)
- We believe that in reading, writing, and in strengthening regional languages lay human contentment

Guidelines (for school)



- On a school letterhead write a letter to YOUR Gyan-key hanger supporter and post it through the postal envelope given with it & one postcard to Pradeep Lokhande, Pune-13. 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 students along with the postcards are expected/ should be encouraged to give viable seeds of plants to the donor
- Initiative to make students aware of their natural environment and undertake steps to protect it

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- 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
- 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 at the School should motivate students to read the books

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

Be a part of Gyan-key library hanger initiative



You can open a **Gyan-key** library by paying ₹5,710/- (**Gyan-key** hanger) + Rs. 270/ (transportation) / \$85 / €67. You can pay via Cheque or internet banking using the details below.

Patil Enterprises

Bank of Baroda

Sadashiv Peth Branch

A/C No – 04500500000113

IFSC Code – BARB0SADASH (0 is zero)

Gyan-key library hanger is preferably installed in the name of a female and all the **Gyan-key** monitors are girl students.

Media coverage

[Outlook India](#)

[Friday times](#)

[India together](#)

[Amazing Indians](#)

[Aaj ki raat hai zindagi](#)

For more Gyan-Key media (52) please visit [Gyan-key/media-coverage](https://www.gyan-key.com/media-coverage)

Thank You



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