



# 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



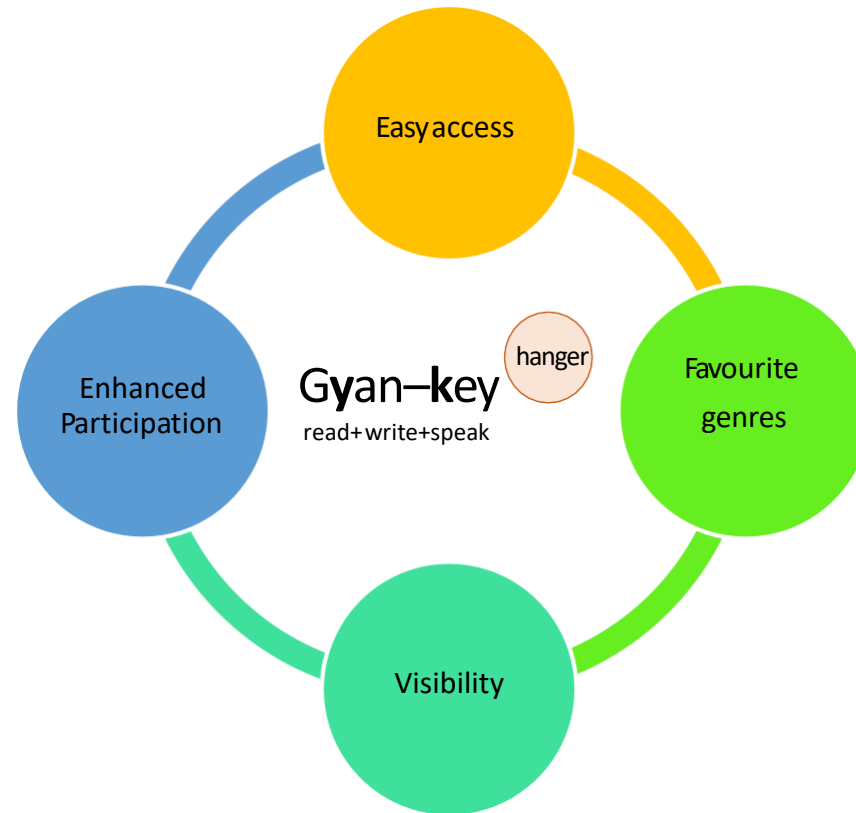
## Survey observations:

- 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

# 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: ₹6,700 /\$94 /£76 /€80

Includes - minimum 148 books + hanger + transportation  
+ folder + follow up + feedback & documentation



# 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).

# Continued...



- 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](http://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 (गाँव के 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

# Continued...



- 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](http://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 ₹6,700/- / \$94 /£76 / €80

(Includes - minimum 148 books + hanger + transportation + folder + follow up + feedback & documentation).

You can pay via Cheque or internet banking using the details below.

## **rural relations foundation**

ICICI Bank

Account Number : 345705000615

Account Holder's name : RURAL RELATIONS FOUNDATION

IFSC Code : ICIC0003457

Pan : AALCR1192G

**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](#)

# Thank You



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