

Pradeep Lokhande, Pune 13

Founder – ruralrelations.com

Personally visited 7,600 villages

Over the past two decades, Pradeep Lokhande, has built an extensive network of relations with agents of economic and social change in large swathes of rural India. Lokhande is all set to go a step further. It might well prove to be a giant leap forward: to bring the world to the Indian village and to bring the Indian village to the world. rural relations has worked with 58+ Indian/multinational brands

<https://timesofindia.indiatimes.com/blogs/talking-terms/amazing-outreach/>

Gifted 28,300 used computers to 18,400 rural schools

Lokhande reckoned early on that village youth placed a premium on computer literacy and the acquisition of general knowledge. Accordingly, he asked individuals and companies to donate their old computers which he then installed in village schools.

<http://bit.ly/2daHoJ4>

Gyan-key - world's largest 'rural' reading initiative

- 3 Gyan-key libraries are installed every working day
- Till date **5,530** Gyan-key libraries (books of all important genres) have been installed in rural secondary schools, police stations and offices across 7 states with the support of Non-Resident Villagers (NRV) in 2,290 working days
- 13,00,000 (1.3 million+) readers (rural students, police officers, staff & individuals) have benefitted from this initiative
- 14,08,000 books worth Rs. 5.8 crore (**58 million+**) have been gifted to schools and readers through the Gyan-key initiative.
- One of the best ways to keep the 'regional languages' alive

<https://ruralrelations.com/gyan-key/>

Fit-key

- Only a healthy body can keep the mind healthy. Healthy minds dwell in healthy bodies
- Include **exercise** in your daily routine and if possible also include outdoor sports
- Follow a regular fitness regime
- Keep Fit, Stay Alert
- Till date 760 Fit-key (volleyball, football, cone, ring, skipping rope, basketballs and hoops) have been installed in rural and corporation schools

New Initiatives

Gyan-key + Snovel audio libraries and Gyan-key + asymmetrical.ai coding worth Rs. 1.75 crore are being **gifted** in 1,075 rural secondary schools with the support of Non-Resident Villagers (NRV)

Case Study

- **Oral Education Program** - Conducted Colgate Oral Health Educational program through village dvelopers covering 20,09,200 (2 million+) primary rural students and benefiting 1,00,000,00 (10 million) villagers across India
- **Tetanus vaccination** - World's largest tetanus vaccination drive for mechanics. The tetanus injection drive supported by Fleetgaurd and implemented by ruralrelations.com took place in 13 states of India. 50,350 mechanics and chotus were given tetanus shots at their garage.
- **Financial Literacy** - Awareness program about banking facilities and its services in Maharashtra and Uttar Pradesh for the Reserve Bank of India (RBI)
- **Empowering Rural Youth** - Identified 1,300 rural youth from Uttar Pradesh to be trained and certified by Asian Paints. Selected youth from villages to make them entrepreneurs and helped Asian Paints create job opportunities for selected youth

ruralrelations.com/rural-relations/case-studies/

rural insight by Pradeep Lokhande - <https://ruralrelations.com/category/rural-insight/>

Postcard Man of India

The man, who receives a minimum of 150 a day from various villages. And an amazing fact is that he still communicates with the heartland's 58 lakh population through postcards. Till date received more than 8,50,000 postcards from villages

<http://bit.ly/2dEvvie>

villagewiKY rating

(useful information on education, health, drinking water, electricity, tar roads, swachh bharaat & solar power on 49,000 feeder villages. Target - 85,000 feeder villages)

ruralrelations.com/villagewiky/

Speaker

Speaker at most of the to B-Schools of India and various other platforms

TEDx Hyderabad - <http://bit.ly/2EcZE2D>

SWAYAM - <http://bit.ly/2DOX1X8>

Josh Talks - <https://www.youtube.com/watch?v=OWk2C7hNqb0>

yoMobile

The pandemic has evoked a need for digital education. The rural schools are finding it difficult to provide online education due to the lack of digital devices. Support us by spreading the word, Gift your used "working" android **Mobile** to rural secondary schools

ruralrelations.com/yomobile-reducation/

bHub concept for 58+ crore rural population

bHub (Business/Bharat Hub August 2020) aims to improve the quality of life of more than 85% rural population and more than 13 crore households. This will generate significant employment for rural youth and create immense business opportunities for all manufacturing, service, and agriculture industries to unlock the enormous potential of rural India.

ruralrelations.com/bhub/

Philip Kotler

"Creating customer value, satisfaction & loyalty." – Case study of rural relations by Philip Kotler