



# Gyan-key & Fit-key

**read** + write + speak + listen + **play**

an attempt to inculcate the habit of reading, writing, speaking, listening & playing at the age of 8-14 as that is proven to be the age when one adapts to most of their habit and these habits contribute to the well-being of '**mental**' and '**physical**' health.

## Old approach: Gyan-key school library

We were installing 3 Gyan-key school libraries every working day for the last 1,930 days



14.08 lakh (1.4 million)  
books + audios



7 states



5,800+ Gyan-key libraries



760 Fit-key



490 audio libraries

2,65,000+ students participated in various activities  
(You can **see** this communication in our office by state, by district and by village/school)  
3,73,000+ students wrote their analysis on the books

Gyan-key is the **world's largest** 'rural' reading initiative  
**Benefiting 13 lakh+ (1.3 million+)** young minds  
One of the best ways to keep the '**regional languages**' alive

## New approach: Gyan-key classroom libraries

Our observation with classroom libraries: very encouraging

- In primary schools, **13%** of students actively engage with books in classroom libraries, a **notable increase** from the previous 4% observed in school libraries.
- In secondary schools, **11%** of students immerse themselves in reading within classroom libraries, a **significant rise** from the prior 5% recorded in school libraries.

# Fit-key

Health is wealth

- Healthy minds dwell in **healthy bodies**
- Keep Fit, Stay Alert
- Till date 760 Fit-key have been installed in rural and municipal corporation schools

## Our Promise: We are answerable & accountable

- Thank-you letter on 'school letterhead', photographs of installed Gyan-key classroom library hanger / Fit-key with your name on it as donor
- Reaction postcards on books/ Fit-key experience from school & students
- If the **DELIVERABLES** mentioned above are not met, money will be humbly reimbursed

Your support for **young** rural minds

## Gyan-key

- Gyan-key introductory classroom library with hanger for class **3rd & 4th** - Rs.1,930/- each
- Gyan-key classroom library with hanger for class **5th & 6th** - Rs.2,920/- each
- Gyan-key classroom library with hanger for class **7th & 8th** - Rs.3,910/- each

Special Gyan-key library sets for housing societies, offices & police stations are also available

## Fit-key

- Rs. 6,700/- per school (100+ students)  
(Two rings, 4 basketballs **twice in 5 years** & 1 air pump + Transportation, installation & follow up)
- Rs. 3,550/- per school (less than 100 students)  
(One ring, 2 basketballs **twice in 5 years** & 1 air pump + Transportation, installation & follow up)

For more details, suggestions & support to change the **mental**  
& **physical health** of young rural minds connect with us on

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