



# 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 7-13 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

# WHY?

The ages of 7 to 13 are crucial because this is when habits are most effectively inculcated and grasping power is at its peak. During this period, they are eager to study, and their families are more likely to listen to their interests.

## Gyan-key



Reading books is beneficial for mental health, enhancing concentration, imagination and language skills.

## Fit-key



Involving physical activities is beneficial as it cultivates the habit of achieving goals and enhances focus.

## 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

\*Transportation - (actuals)

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

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

yuganti@ruralrelations.com  
lokhanderrural@gmail.com

Only WhatsApp - 9765550069





## For Gyan-key

### Payment details of the book vendor

Name – Patil Enterprises

Bank – Bank of Baroda

A/c No – 04500500000113

Branch – Sadashiv Peth

IFSC Code – BARB0SADASH (0 is zero)

## For Fit-key

### Payment details of the book vendor

Name – Samarth Enterprises

Bank – Bank of Baroda

A/c No – 20020200001382

Branch – Paud Road

IFSC Code – BARB0PAUDRO (fifth character is zero)