



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 of students.

one of the best ways & investments to change the world

# 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



6,070+ Gyan-key libraries



580 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)

(Please view 94% Gyan-key/ Fit-key school data on our website)

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



# Students with Gyan-key (school/ classroom library) and Fit-key





# 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.
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- We identified the most popular, most favourite and most read **genres** - drama, music, sex, disaster management, habits, environment, hobbies, health, and pollution.
  - 1,480 school students, teachers, principals & parents **gifted 94,000+ books** to their Gyan-key on birthdays and other special occasions which created a sense of belonging.

14,08,000 books worth Rs. 5.8 crore (58 million+) have been gifted to schools and readers through the Gyan-key initiative till date.





Pradeep Lokhande - Founder **Gyan-key** & **Fit-key**  
in conversion with students





- 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/school 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

please mail/text your suggestions on  
the **mental** & **physical health** of young rural minds

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Your support for **young** rural minds

## Gyan-key

- Gyan-key classroom library with hanger for class **3rd & 4th** - Rs.2,650/- each + Rs. 665/755\* = **Rs. 3,315/- (MH) Rs. 3,405/- (OS)**
- Gyan-key classroom library with hanger for class **5th & 6th** - Rs.3,550/- each + Rs. 665/755\* = **Rs. 4,215/- (MH) Rs. 4,305/- (OS)**
- Gyan-key classroom library with hanger for class **7th & 8th** - Rs.4,450/- each + Rs. 665/755\* = **Rs. 5,115/- (MH) Rs. 5,205/- (OS)**

Includes - books + hanger + folder

\*Follow-up + feedback & documentation: Rs. 175/-

\*Transportation + installation : Rs 490/- (MH) & Rs. 580/- (other states)

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

## Fit-key

Health is wealth

- **Rs. 4,900/- per school (less than 200 students)**

Includes One ring, 2 basketballs **twice in 5 years** & 1 air pump

Follow-up + feedback & documentation - Rs. 175/-

Transportation + Installation Charges - Rs. 850/-

**Total - Rs. 5,925/-**