world's largest **rural** reading initiative

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 of students.

one of the best ways & investments to change the world

Gyan-**k**ey is the **world's largest** 'rural' reading initiative

13 lakh+ (1.3 million+) young minds benefited till date

One of the best ways to keep the '**regional languages**' alive



14.35 lakh (1.4 million) books



7 states



7,006 Gyan-**k**ey libraries



760 Fit-**k**ey

2,65,000+ students participated in various activities

(You can **view** this communication in our office by state, by district and by village/school)

(Please view 94% Gyan-**k**ey/ Fit-**k**ey school data on our website)

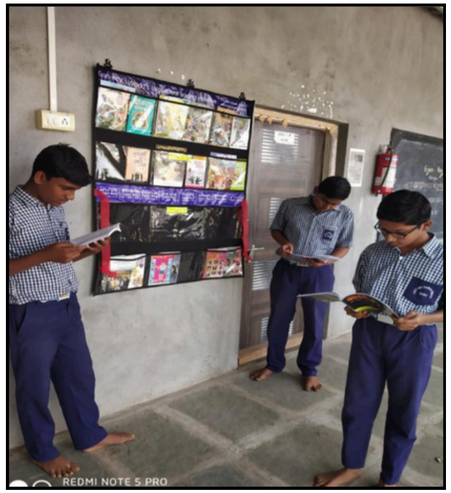
3,73,000+ students wrote their analysis on the books

Students with G**y**an-**k**ey (school/ classroom library) and Fit-**k**e**y**













Gyan-key **classroom** libraries

Our observation with classroom libraries: very encouraging

- We identified the most popular, most favourite and most read **genres** - drama, music, sex, disaster management, habits, environment, hobbies, health, and pollution.
- Each class (3rd to 8th) has a different and unique set of books that helps them grow organically.
- 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.

- 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.

14,35,000 (1.4 million) books worth 58 million have been gifted to rural students & readers through the Gyan-key library initiative till date.

Pradeep Lokhande - Founder G**y**an-**k**ey & Fit-**k**e**y**
in conversion with students







Fit-key

Health is wealth

Healthy minds dwell in **healthy bodies**
Keep Fit, Stay Alert

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 health** activities is beneficial as it cultivates the habit of achieving **goals** and enhances **focus**.

Your support for young rural minds

	Gyan-key 'classroom' library & Fit-key basketball kit	
1	Gyan-key 'classroom' library for 7th & 8th standard & Fit-key basketball kit = 16,500/-	2 classroom libraries and 1 Fit-key
2	Gyan-key 'classroom' library for 5th & 6th standard & Fit-key basketball kit = 14,520/-	2 classroom libraries and 1 Fit-key
3	Gyan-key **'classroom' library for 3rd & 4th standard &** Fit-key **basketball kit = 12,720/-**	**2 classroom libraries and 1 Fit-key**
4	Gyan-key 'village' library & Fit-key basketball kit = 10,700/-	1 village library and 1 Fit-key
5	book 'gifting' in 50 to 500+ households per village = 19,300/-	
6	Special Gyan-key library sets for housing societies, offices & police stations are also available	As per requirement

Gyan-key includes - Books + Hanger + Folder + Follow-up + Feedback & Documentation + Transportation + Installation
*Minimum 50 sets for other states
Fit-key includes one basketball ring, 2/3 basketballs & 1 air pump + Follow-up + feedback & documentation + Transportation + Installation

Your support for young rural minds

	Rs. 3,910/-	**3rd Std.**
	Rs. 3,910/-	**4th Std.**
	Rs. 4,810/-	5th Std.
	Rs. 4,810/-	6th Std.
	Rs. 5,800/-	7th Std.
	Rs. 5,800/-	8th Std.
	Rs. 5,800/-	village library

Gyan-**k**ey includes - Books + **Hanger** + Folder + Postcards + Refilling + Feedback & Documentation + Transportation + Field Expenses + Revisits + Installation + Back Office Expense + Follow-up
*Minimum 50 sets for other states

*Only Fit-**k**e**y** basketball kit*	*Particulars*
Rs. 4,900/-	Per school/ village

Fit-**k**e**y** includes one basketball ring, 2/3 basketballs & 1 air pump + Postcards + Refilling + Feedback & Documentation + Transportation + Field Expenses + Revisits + Installation + Back Office Expense + Follow-up

Our Promise: We are answerable & accountable

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

for the well-being of '**mental**' and '**physical**' health of rural students.

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Details

Account Holder: LOKHANDERURAL
Account Number: 50200096678972
IFSC: HDFC0000837
Bank Name: HDFC Bank
Branch: WANOWRIE
Account Type: CURRENT

one of the best ways & investments to change the world

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

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