world's largest **rural** reading initiative

Gyan-key & Fit-key

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

India's First Tehsil

Wai

we 'read' everyday >< we 'play' everyday

553

Gyan-key Libraries

256

Fit-key Basketball Kits

Gyan-**k**e**y** and Fit-**k**e**y** are installed in **ALL** Grampanchayats and schools



← G**y**an-**k**ey in school

Fit-**k**e**y** in Gram Panchayat →



Students and villagers in **ALL** villages have started reading and playing

WAI

A Tehsil That Reads. A Tehsil That Plays.

The ecosystem is built with the participation of all stakeholders - students, teachers, parents, Gram Panchayats, villagers, and community institutions. With the support of Non-Resident Villagers (NRVs):

- 553 G**y**an-**k**ey Libraries: *For reading, mental development and peace*
- 256 Fit-**k**e**y** Basketball Kits: *For physical well-being, focus and play*
- 9,400 books delivered directly to households
- The initiative covers all Gram Panchayats and schools, along with ST bus stands, select offices, Youth Clubs, hotels and other community spaces.

One tehsil. One ecosystem. 7 to 87.

THE ENTIRE ECOSYSTEM

From ages 7 to 87, with a special thrust on 7 to 13

- The Wai model was designed to **make reading** and **physical activity visible** and **accessible** throughout the community.
- Our strongest intervention is for students aged 7–13, when habits inculcated and their grasp is at its peak.
- The learning journey **grows organically from 3rd to 8th standard**, with age-appropriate book sets for each class rather than giving every child the same content.

A scientific & professional approach

805+ INSTALLATIONS

The difference is execution:

This was not a programme where material was simply dispatched to Wai.

Our team personally installed G**y**an-**k**ey & Fit-**k**e**y** across 805+ locations:

Schools | Gram Panchayats | ST stands | Youth Clubs | Community spaces | Offices | Hotels

Installation is only the beginning

Install → Documentation → Follow-up → Feedback → Nurturning → Revisit → Other activities

The objective is not to count how many units were installed.

The objective is to keep them being used.

DON'T TAKE OUR WORD FOR IT
VISIT WAI

The project can be seen on the ground

Interact, read, and play with students, teachers, parents, shopkeepers, women council members and villagers



Post Office



Wai ST Stand



Gram Panchayat



Office



Hotel

Wai is not a pilot on a PowerPoint

It is a working tehsil-level model that can be physically visited and verified.

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

14.35 lakh useful books
1.4 million books worth 53 million have been gifted to rural students & readers

3,73,000 Student's Responses
You can see selective students' handwritten postcards in our office.



7 states

7,006 Gyan-key libraries
have been installed in rural schools with the support of Non-Resident Villagers (NRV)

13,00,000 rural students
Gyan-key library has reached 1.3 million rural students

राजस्थान Gyan-key पढ़ो + लिखो + बोलो

ఆంధ్రప్రదేశ్ Gyan-key వస్తాయి + వ్రాయండి + చెప్పండి

मध्य प्रदेश Gyan-key पढ़ो + लिखो + बोलो

ಕರ್ನಾಟಕ Gyan-key ಓದಿ + ಬರೆಯಿರಿ + ಮಾತನಾಡಿ

महाराष्ट्र Gyan-key वाचा + लिहा + बोला

தமிழ் நாடு Gyan-key ரேஅது + வ்ரிட்டே + ச்பேஅக்

झारखंड Gyan-key पढ़ो + लिखो + बोलो

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

world's largest **rural** reading initiative

Gyan-key & Fit-key

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Wai tehsil is the proof of concept

Phase I : Minimum 1 tehsil in each region

Phase II : Minimum 1 tehsil in each district

Phase III - All 355 tehsils

With the support of Non-Resident Villagers (NRV) and villagers we will achieve it

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