GRAMGYAN

EDUCATIONAL APP TO PROMOTE MOTIVATIONAL LEARNING & INCREASING OPPORTUNITIES

Rural areas face three critical barriers: abstract curriculum disconnected from real life, limited internet access preventing digital learning, and zero visibility into career pathways. The result? 78% never discover their potential, and India loses millions of innovators annually.

TARGET USERS & STAKEHOLDERS

Gram Gyan serves six stakeholder groups: students building portfolios, teachers accessing AI co-teaching tools, parents tracking progress transparently, NGOs scaling impact through self-help groups, government agencies monitoring educational equity, and companies discovering pre-vetted rural talent. Everyone wins.

KEY FEATURES

- **Learning & Pedagogy:**

  - *Application-based learning (real-world examples)*

  - *Syllabus-aligned content*

  - *Age-tailored learning paths*

  - *Curiosity-driven learning flow*

- **AI & Mentorship:**

  - *AI doubt-solving chatbot*

  - *Voice-based learning and doubt support*

  - *AI mentorship for learning guidance*

  - *Reading literacy and problem-solving mindset improvement*

KEY FEATURES

- **Gamification & Motivation:**

  - *Gamified progress tracking*

  - *Badges, streaks, and milestones*

  - *Motivation amplification through rewards*

  - *Curiosity retention while completing syllabus*

- **Offline & Accessibility:**

  - *Offline downloaded content*

  - *Stop-points and resumable learning*

  - *Low internet usage optimization*

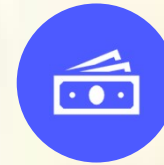 - *Multilingual learning support*

ADVANTAGES & VALUE PROPOSITION

Uploading learning progress and projects

Digital portfolios for scholarships and opportunities

Affordable pricing with free initial access

Equal opportunity promotion through data visibility

Talent identification and growth support

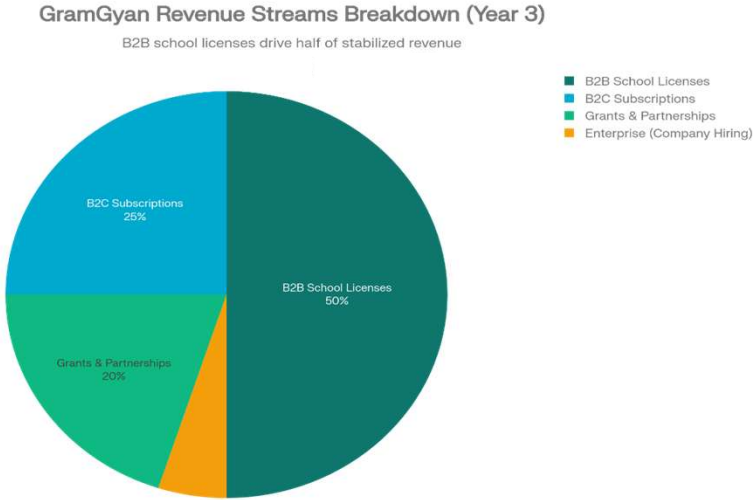Motivation without sacrificing curriculum completion

INNOVATION & COMPETETIVE ADVANTAGE

Dimension	What's Unique	Why Hard to Copy	Barrier Duration
Applications-First Pedagogy	Real-world projects BEFORE syllabus deep-dive	Requires pedagogy research plus Indian classroom data; competitors use rote-first approach	2-3 years
Proprietary Recommendation Engine	DistilLaBSE plus LightGBM fine-tuned on 10K-plus Indian classroom interactions	Custom training data; curriculum-aware sequencing; patent filed	3-5 years
Offline Multilingual AI	Voice chat in 12 Indian languages, no internet required	Edge-optimized stack (less than 200MB total): Whisper-tiny plus Distil-IndicBERT plus Coqui TTS	2-3 years
Equity-by-Design Data Model	Students own their data; organizations pay for insights, not personal information	Self-sovereign IDs (DIDs) plus federated learning; DPDP Act 2023 compliant	4-5 years
Integrated Opportunity Pipeline	Projects to Scholarships to Jobs via skill NFTs	Strategic MoUs with NSP, AICTE, and 3 state skill missions	2-4 years
IP Protection	Patents filed for Syllabus-Aware Application Sequencing and Low-Bandwidth Skill Verification	Regulatory moat plus technical patents plus partner ecosystem lock-in	5-10 years

BUSINESS / REVENUE MODEL

Tier	Price	Target Users	% Users	Annual Revenue/User	Key Features
Free (Year 1)	₹0	All students	70%	₹0	Offline projects, basic certificates, curiosity tracking
EWS Basic	₹5/month	Rural/low-income	15%	₹60/year	Skill passport, scholarship alerts, progress analytics
Premium	₹20-25/month	Urban/regular	10%	₹240-300/year	HR database access, priority support, advanced certificates

Revenue Stream	Annual Revenue	% of Total	Key Driver	Primary Partners
B2B School Licenses	₹15 Cr	50%	2K school contracts × ₹75L avg	State boards, DIETs, PM SHRI schools
B2C Premium Subscriptions	₹7.5 Cr	25%	200K paid users × ₹375/year	Urban students, parents
B2C EWS Subscriptions	₹1.8 Cr	6%	300K EWS × ₹60/year	Rural students, CSCs
Grants & Partnerships	₹4.2 Cr	14%	Google.org, World Bank, Airtel	Scaling support, zero-rating
Enterprise (Skill Database)	₹1.5 Cr	5%	TCS, Infosys skill API access	Tech companies, recruiters

GramGyan Revenue Streams Breakdown (Year 3)
B2B school licenses drive half of stabilized revenue

Legend:
- B2B School Licenses
- B2C Subscriptions
- Grants & Partnerships
- Enterprise (Company Hiring)

- B2B School Licenses 50%
- B2C Subscriptions 25%
- Grants & Partnerships 20%

FEASIBILITY & EXECUTION PLAN

Timeline	Key Milestones	Tech Enablers	Partners
M1–M3	MVP v2.0 (12 languages, offline AI, Applications feature) Pilot: 3 districts, 5,000 users	• DistilLaBSE + LightGBM deployed • Whisper-tiny STT integrated	DIETs, CSC, Pratham
M4–M6	NSP scholarship API live Teacher dashboard + analytics	• LayoutLM v3 for project analysis • Federated learning round 1	MoE, NIOS, UNICEF
M7–M9	Paid tier launch (₹25) Add 10 more languages	• Coqui TTS voices (Odia, Punjabi, etc.) • Delta sync via bsdiff	Airtel (zero-rated), Google.org
M10–M12	100,000 users5 state contracts signed	• Syllabus KG for 5 state boards • Skill NFT pilot	World Bank SLC, DST

SCALABILITY & GROWTH

Vector	Strategy
Geographic	Phase 1: India (Hindi Belt + Tribal) Phase 2: Bangladesh, Nepal (shared languages) Phase 3: Africa (Swahili/French port of DistilLaBSE)
Demographic	Gr 5–12 → Adult literacy → Vocational (PMKVY) → Farmer skilling
Systemic	Bundle with **PM SHRI Schools**, **NIPUN Bharat**, **DIKSHA**
Tech Leverage	Use **BharatNet** for village sync; **Jio/Airtel** for zero-rated updates

🌟 **Vision 2030**:
Every rural child graduates with a digital learning passport — curiosity intact, syllabus mastered, opportunities unlocked.