

AGME

[Anganwadi Government Marchand
Education].



**Integrated
Child
Development
Scheme**



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| Research | Study Government (Roles, Raglan and Services.), Employment Unemployment Rate. |
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| Market Opportunity | Aamiri merchant government. |
| Government Compliance | anganbadi government merchant education survey conduct |
| Mission, Vision and U.S.P | platform and targetting children through labour like digi mini bus and game |
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About

Who We Are :

AGME is a focusing on **providing digital education to children of labours** through interactive and engaging methods. The platform is specifically designed for **children aged 3 to 10 years**, ensuring they receive **early childhood education** in a **fun, accessible, and structured manner**.

AGME collaborates with **Anganwadi Centers, Government Schools, and Marchand Schools** to ensure that children from laborer families get **quality education and mentorship** through digital tools, games, and teacher guidance.

Objectives of AGME :

- **Provide free or low-cost education** to laborers' children.
- Make learning **fun and engaging** through **videos, games, and interactive lessons**.
- **Leverage technology** to reach children in remote and rural areas.
- **Involve teachers and mentors** from Anganwadi's and government schools..
- **Leverage technology** to reach children in remote and rural areas.
- **Keep parents informed** about their child's education through **SMS updates**.



Key Features :

1. Interactive Learning:

- Fun **videos, games, and quizzes** for early childhood education.
- Age-appropriate **digital content** aligned with government school curricula.

1. Teacher Involvement:

- **Anganwadi, Government School, and Marchand School teachers'**
- mentor and assist children.
- Online **guidance and feedback system** to track children's progress.

1. Parental Engagement:

- Parents (laborers) receive **SMS updates** about their child's progress.
- Encourages parental involvement in their child's education.

1. Accessibility & Inclusivity:

- Available **in regional languages** for better understanding.
- Works on **low-cost mobile devices** to reach underprivileged children.

1. Government Collaboration:

- Aligns with **Indian government education policies** for underserved children.
- Integrates with **Anganwadi centers and rural schools.**



Problem Statement

Origin of problem:

Dehradun

- Many laborer families **cannot afford private tuition or learning materials**, widening the education gap.
- **Scholarship and financial aid programs are not well-promoted** among underprivileged communities..

Limited Access to Digital Learning

- Low-income families **lack smartphones, internet access, or digital literacy**, preventing children from benefiting from online education.
- **Anganwadi and government school infrastructure is outdated**, making it difficult to implement tech-based learning.

Lack of Consistent Education

Laborers' Children

- Many children of migrant laborers and daily wage workers **do not attend school regularly due to frequent relocations**.
- Government schools in Dehradun struggle with **dropout rates and poor attendance**.

Closure of Government Primary Schools

- Over **5,000 government primary schools in Uttarakhand** face closure due to low enrollment and poor quality of education.
- Lack of teachers and resources further discourages children from attending school.

Parental Disengagement in Child Education

- Laborers prioritize earning daily wages over education, often uninformed about their child's learning progress
- **No proper communication system (like SMS updates)** to keep parents involved in their child's education.



No Bridge Between Work & Education Support

- Laborers **struggle to balance job commitments and their children's education**, leading to children **dropping out to support family income**.
- No existing platform **combines employment services (for parents) with educational support (for children)**.



Lack of Mentorship & Guidance for Children

- Many children **lack mentorship, counseling, and career guidance**, leading to **limited future opportunities** beyond daily-wage jobs.
- **Anganwadi and school teachers are overburdened** and unable to provide personalized attention.

Research

- **Child Labour Prevalence:** As per the 2011 Census, India has 10.1 million working children aged 5-14, accounting for 3.9% of the child population in that age group.
- **Out-of-School Children:** Over 42.7 million children in India are out of school, highlighting significant barriers to education.
- **Poverty and Education:** Poverty is a primary driver of child labour, as families often rely on their children's income for survival.
- **Access to Quality Education:** Inadequate educational infrastructure, especially in rural areas, contributes to high dropout rates and child labour.
- **Gender Disparities:** Girls are more likely to be out of school and engaged in domestic work, limiting their educational opportunities.
- **Health and Safety Concerns:** Child labours often work in hazardous conditions, adversely affecting their physical and mental health.



Overview of Anganwadi:

government-sponsored child care and development program in India, launched in 1975 as part of the **Integrated Child Development Services (ICDS)** scheme. It aims to provide **nutrition, education, and healthcare** to children under **6 years of age**, pregnant women, and lactating mothers, especially in rural and underprivileged areas.

Key Functions of Anganwadi Centers (AWCs):

1. Early Childhood Education (ECE):

- Basic preschool education and informal learning for children (3-6 years).
- Prepares children for formal schooling.

2. Nutrition and Health Services:

- Provides supplementary nutrition to children (0-6 years), pregnant, and lactating mothers.
- Growth monitoring to prevent malnutrition.
- Immunization in collaboration with the Health Department.

3. Health Check-ups and Referral Services:

- Regular check-ups and vaccinations.
- Identifies malnourished children and refers them to health facilities.



1. Maternal and Child Care:

- Awareness programs on maternal health and child development.
- Promotes institutional deliveries and postnatal care.

2. Nutrition and Health Services:

- Educates parents about hygiene, nutrition, and family planning.
- Supports adolescent girls with health and vocational training.



Overview of Government School:

Government schools in India are run by **central, state, or local governments** and provide **free or low-cost education** to students, especially those from economically weaker sections.

Types of Government Schools:

1. Central Government Schools:

- **Kendriya Vidyalaya (KV):** For children of central government employees.
- **Jawahar Navodaya Vidyalaya (JNV):** Rural-based merit schools.
- **Sainik Schools:** Military-oriented education.

2. State Government Schools:

- Managed by state education departments.
- Medium of instruction varies by state (regional languages & English).

3. Municipal Schools:

- Run by city corporations and local bodies, primarily for urban poor.



Advantages:

- ✓ **Free education** (under RTE Act for 6-14 years).
- ✓ Mid-Day Meal scheme for better nutrition.
- ✓ Reservation for economically weaker sections.
- ✓ Lower fees and access to government schemes.

Challenges:

- ✗ Poor infrastructure and lack of facilities.
- ✗ Shortage of trained teachers.
- ✗ High dropout rates, especially in rural areas.
- ✗ Quality of education varies widely.



Our Solution

SOLUTION: Digital Learning Gamming platform for Underprivileged Children

Game Brief



I create a mathematical based game for child 3 to 10-year-old. **Name MAGGI. [Merchant Agrawal. Govt schools Game interaction]** This game based on two characters **boy and girl**. Boy and girl Live on different, different family **But study in Anganwadi + Govt Merchant School** To express the problem form mathematics. Steps. For life growth.[Like As their level increases, their math problem will increase and so will the age of the girl and boy. This game is based on the life cycle of girls and boys].



MAGGI

Level 1 (Ages 3-4) – The First Counting Challenge

Story:

Raju and Radha are playing in Anganwadi. Their teacher gives them colorful balls to count, but a few fall out of the basket. Can they add them correctly?

Addition Challenges & Suspense:

1.Counting the Balls – There are 2 balls in the basket. The teacher adds 3 more.

1. **Question:** $2 + 3 = ?$
2. **Suspense:** If they answer wrong, the wind might blow the balls away.

2.Mango Mystery – Radha has 4 mangoes, and Raju gives her 2 more.

1. **Question:** $4 + 2 = ?$
2. **Suspense:** If they solve it, they get a sweet treat.

3.Toy Collection – The kids find 5 teddy bears in the playroom, and the teacher brings 3 more.

1. **Question:** $5 + 3 = ?$
2. **Suspense:** If they answer wrong, one teddy might go missing.

 **Reward:** They win a star sticker and move to the next level! ✨



Raju and Radha

Level 2 (Ages 5-6) – The School Fair Math

Story:

The school fair is coming, and Raju and Radha need to count all the items before the event starts.

Addition Challenges & Suspense:

1. Hammer Count – They see 7 hammer , and a vendor gives 5 more.

1. **Question:** $7 + 5 = ?$

2. **Suspense:** If they answer wrong, a hammer might fly away.

2. Sweet Stall Trouble – There are 8 laddoos in a box, and another box has 6 laddoos.

1. **Question:** $8 + 6 = ?$

2. **Suspense:** If they miscalculate, some kids won't get sweets.

3. Toy Surprise – A donation brings 9 dolls, and the teacher already had 4.

1. **Question:** $9 + 4 = ?$

2. **Suspense:** If they solve it, they get to keep a doll.

 **Reward:** They enjoy the fair and get free sweets! ✨



Laddoo

Level 3 (Ages 7-8) – The Market Adventure

Story:

Raju and Radha help their parents at the market, adding up vegetables and money to ensure everything is correct.

Addition Challenges & Suspense:

1. Vegetable Count – Raju's father brings 12 potatoes, and a customer adds 8 more.

1. **Question:** $12 + 8 = ?$
2. **Suspense:** If they answer wrong, the customer might leave unhappy.

2. Planet Calculation – Counting Planets – They have explored 4 planets [with name] so far. They need to visit 4 more other planets [with name].

1. **Question:** How many planets will they visit in total?
2. **Equation:** $4 + 4 = ?$
3. **Suspense:** If they answer wrong, the spaceship might **lose direction**.

3. Fruit Basket Mix-up – There are 14 apples in a basket, and a vendor adds 9 more.

1. **Question:** $14 + 9 = ?$
2. **Suspense:** If they solve it, they get a free apple.



Hammer

Level 4 (Ages 9-10) – The Big School Competition

Story:

Raju and Radha are now older and competing in their school's **Math Challenge**. They must add quickly to win.

Addition Challenges & Suspense:

1. Quick Shopping Math – They buy a book for ₹120, a bag for ₹250, and a water bottle for ₹80.

1. **Question:** $120 + 250 + 80 = ?$

2. **Suspense:** If they answer wrong, they lose points in the competition.

2. Fundraising for School – They collect ₹350 from students and ₹275 from teachers.

1. **Question:** $350 + 275 = ?$

2. **Suspense:** If they miscalculate, they won't reach their goal.

3. Final Championship Round – The judge asks:

1. "If Raju and Radha save ₹500 this month and ₹650 next month, how much do they have in total?"

2. **Question:** $500 + 650 = ?$

3. **Suspense:** If they get it right, they win a **scholarship**.



Mango



"SHRAMIK SEVAN AND AGME HAVE COME TOGETHER TO BRIDGE TWO CRITICAL GAPS: LIVELIHOOD AND LEARNING. WHILE SHRAMIK SEVAN CONNECTS SKILLED LABORERS TO CUSTOMERS, AGME ENSURES THEIR CHILDREN –AND OTHER UNDERSERVED KIDS RECEIVE QUALITY DIGITAL EDUCATION."

**1000+ WORKERS ONBOARDED VIA SHRAMIK SEVAN
300+ CHILDREN REACHED WITH DIGITAL LEARNING TOOLS
10 SMART CLASSROOMS ACTIVATED WITH AGME KIOSKS
2 APPS + 1 WEBSITE LAUNCHED FOR ACCESSIBILITY AND REGISTRATION**



**Shramik
Sevan**



AGME

Empowering Early Education with Community Strength
"Bridging skilled labor with early education, for a stronger tomorrow"

COLLABORATION KIOSK

"Empowering Skilled Workers through Smart Education"
A Collaborative Initiative: AGME × Shramik Sevan

AGME

KIOSK FEATURE ROADMAP

Strategic Deployment of Smart Learning Tools

Smart Attendance Integration

The kiosk includes a digital attendance device enabling real-time check-ins. This feature ensures accuracy, saves time, and promotes transparency.

1

Interactive Digital Classroom

A modern, screen-enabled classroom with multimedia tools. Students engage with content visually, enhancing learning outcomes.

2

Student Study Tabs

Portable tablets with curriculum-based content. Enable self-paced learning, reducing printed

3

Creative Arts Corner

An equipped space with art and craft resources to boost creativity. Helps children express emotions and ideas through hands-on activities.

4

Purpose of Collaboration

- To promote dignity of labor through classroom exposure.
- To introduce children to the value of work and community roles.
- To provide a platform where workers are seen, respected, and connected.

How AGME Promotes Shramik Sevan

1. Kiosk Integration: Display posters & QR codes for hiring local workers.
2. Classroom Boards: Featuring “Worker of the Month” stories from Shramik Sevan.
3. Interactive Sessions: Laborers visiting AGME centers to share real-life experiences.
4. Digital Tabs: Preloaded with short educational clips about community helpers.
5. Parent Outreach: Parents using AGME services get access to verified labor help.

Mutual Benefits

AGME Gains

Real-world education modules
Builds respect for community roles
Community involvement & trust

Shramik Sevan Gains

Wider audience through schools
Branding via smart education spaces
Digital literacy for workers

THANKS!

DO YOU HAVE ANY QUESTIONS?

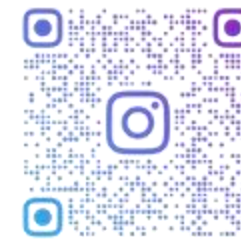
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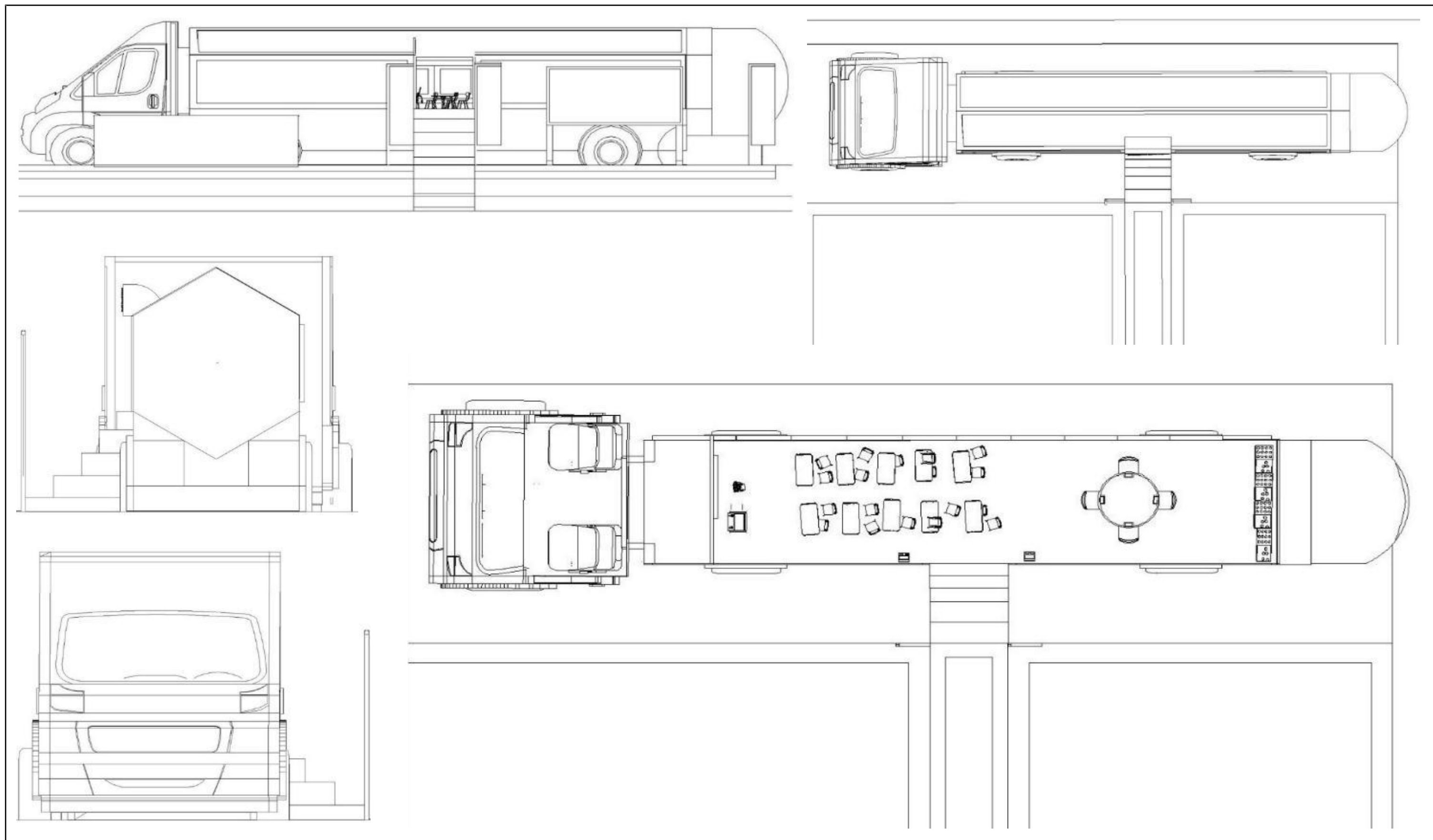
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**"Jahan Khel Hai
Shiksha Ka Zariya"**

AGME
AGME BUS KIOSK 2D

REMARKS

SIGNATURE

PERSONAL DETAIL

| | |
|-----------------|--|
| NAME | RAHUL SAGAR,NITESH KUMAR |
| SUBJECT | ADVERTISING DESIGN |
| COURSE | BACHELOR OF DESIGN [GRAPHIC DESIGN] |
| SEM/YEAR | SIX SEM/THIRD YEAR |
| DATE | 26/05/2025 |



DRAWING



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