

# AGME

[Anganwadi Government Merchant Education].



**Integrated  
Child  
Development  
Scheme**



Kuldeep, Rahul Sagar, Nitesh Kumar

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<b>..Thank you..</b>	

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# About

## Who We Are :

AGME is 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 Merchant Schools** to ensure that children from labour 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.

### 2. Teacher Involvement:

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

### 3. Parental Engagement:

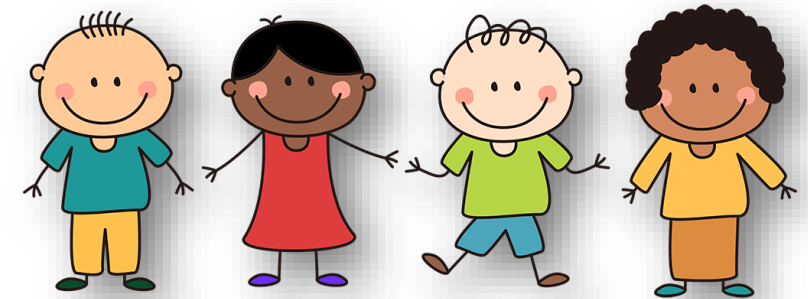
- Parents (labours) receive **SMS updates** about their child's progress.
- Encourages parental involvement in their child's education.

### 4. Accessibility & Inclusivity:

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

### 5. 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 labour 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

### Labours' Children

- ❑ Many children of migrant labours 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

- ❑ Labours 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

- ❑ Labours **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.



#### 4. Maternal and Child Care:

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

#### 5. 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.



# Unique Selling Propositions (USP) of AGME + Shramik Sevan Integration

## 1. Holistic Support for Labour Families.

- Unlike other platforms that focus only on jobs or education separately, this integration provides employment for parents and education for their children in one ecosystem.

## 2. Government-Backed & Policy-Aligned

- The platform aligns with Indian government schemes like Samagra Shiksha Abhiyan, Digital India, and Skill India, ensuring policy support and funding opportunities.

## 3. Tech-Enabled Smart Education for Marginalized Communities

- Uses videos, games, and AI-driven personalized learning to make education engaging and effective for labours' children.
- Works on low-end smartphones and offline mode, ensuring accessibility even in remote areas.

## 4. Parental Engagement through SMS & Notifications

- Sends automated SMS alerts to labours about their child's progress, encouraging parental involvement without disrupting their work.

## 5. Teacher & Mentor Support from Anganwadi's & Government Schools

- Unlike other ed-tech platforms, AGME integrates real-world teacher support, ensuring mentorship, guidance, and proper tracking of a child's learning progress.

## 6. Financial Aid & Scholarships

- Potential partnerships with CSR initiatives, NGOs, and government bodies to provide free educational resources, internet access, and financial aid for children's higher education.

## 7. Integrated Skill Development & Career Pathways

- As children grow, the platform can offer skill-based training and vocational courses, helping them transition into better career opportunities.

## 8. Community-Driven Growth

- A network effect through labours, teachers, and NGOs ensures the platform scales effectively while creating a self-sustaining support system.



# Our Solution

## Solution: for Educational Challenges of Labours Children in Dehradun

To address the challenges faced by labours' children in accessing quality education, AGME + Shramik Sevan will implement a **tech-enabled, community-driven approach** that combines employment support for parents with digital education for children.

### 1. Digital & Fun Learning for 3–10-Year-Old Children

- Game-Based & Video Learning:** Interactive, engaging educational content aligned with government school curriculums.
- Low-Data & Offline Access:** Works on basic smartphones, ensuring accessibility for families without internet.
- Multi-Language Support:** Content available in Hindi, English, and regional languages for better understanding.



## 2. Parent Engagement Through SMS & App Notifications

- Daily SMS Alerts:** Inform parents about their child's progress, attendance, and learning milestones.
- Work-Education Integration:** Parents using Shramik Sevan for jobs will get automatic updates about their child's education.
- Parental Workshops:** Digital literacy training for labours to help them engage in their child's learning

## 3. Anganwadi & Government School Collaboration

- Teacher-Assisted Learning:** Anganwadi and school teachers guide children on the app during free periods
- Mentorship from Educators & Volunteers:** Regular sessions for **personalized support**.
- Education Hubs in Labuor Communities:** Setup **digital classrooms** in Anganwadis for collective learning.

## 4. Scholarships & Financial Assistance

- NGO & Government Partnerships:** Provide free learning materials, school kits, and scholarships.
- Corporate Social Responsibility (CSR) Programs:** Connect with companies for funding children's education.
- Microfinance for Education:** Small, **zero-interest loans** for parents to invest in their child's future.

## **5. Career Growth for Labour's Families**

- Skill Development for Older Students (10+ Years):** Vocational training programs in IT, plumbing, tailoring, and more.
- Career Guidance Through AI & Counselors:** Helping students find future employment beyond labour jobs.
- Employment Bridge for Educated Youths:** Direct hiring support through Shramik Sevan for students finishing their education.

## **3. Community-Driven & Scalable Model**

- Local Volunteers & NGOs as Learning Mentors:** Engaging college students & professionals.
- Feedback System for Continuous Improvement:** Regular assessment & updates based on community needs.
- Expansion to Other Cities:** After success in Dehradun, replicate in other states with high labour populations..

**Final outcome to develop Education platform for labour children. Model Basically, based on Learning fun way..**



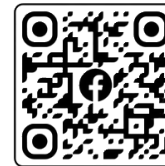
# THANKS!

DO YOU HAVE ANY  
QUESTIONS?

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