

EARN WHILE YOU LEARN PROGRAM

FOR THE STUDENTS OF HIMACHAL PRADESH

PROBLEM SUMMARY

- In the wake of devastating disasters, farmers have endured immense hardships, resulting in substantial losses that threaten to hinder the educational prospects of their children, particularly in terms of skill development for future livelihoods.
- Apart from the farmers, there is a huge learning divide between economically privileged and underprivileged children.
- Giverly had proposed an innovative solution to close this divide and promote financial self-reliance among the children by developing and deploying an **'Earn while you Learn'** program in the State of Himachal Pradesh



ABOUT GIVERLY

Giverly is a fin-tech lifestyle company that converts everyday spending into free and meaningful donations towards some of India's most pressing social issues.

PROGRAM OVERVIEW:

Introducing the '**Earn While You Learn**' program, aimed at equipping students from 10th Standard onwards with **vocational skills, fostering saving habits, and building financial independence, while enhancing employability**, providing financial support, and encouraging community engagement.

PROGRAM MECHANICS:

- **Opportunities for Students:** Access to freelance work, gigs, employment, and skill development across various industries through a user-friendly mobile app.
- **Flexible Payment Model:** Students receive a stipend based on performance outcomes, ensuring they are fairly compensated.
- **Enabling impact:** The program helps to inculcate a culture of 'giving back' amongst the youth from a young age, by enabling them to earn extra 1% on every spend, and donating that to a charity of their choice.



PROJECT RATIONALE

Support for At-Risk Students

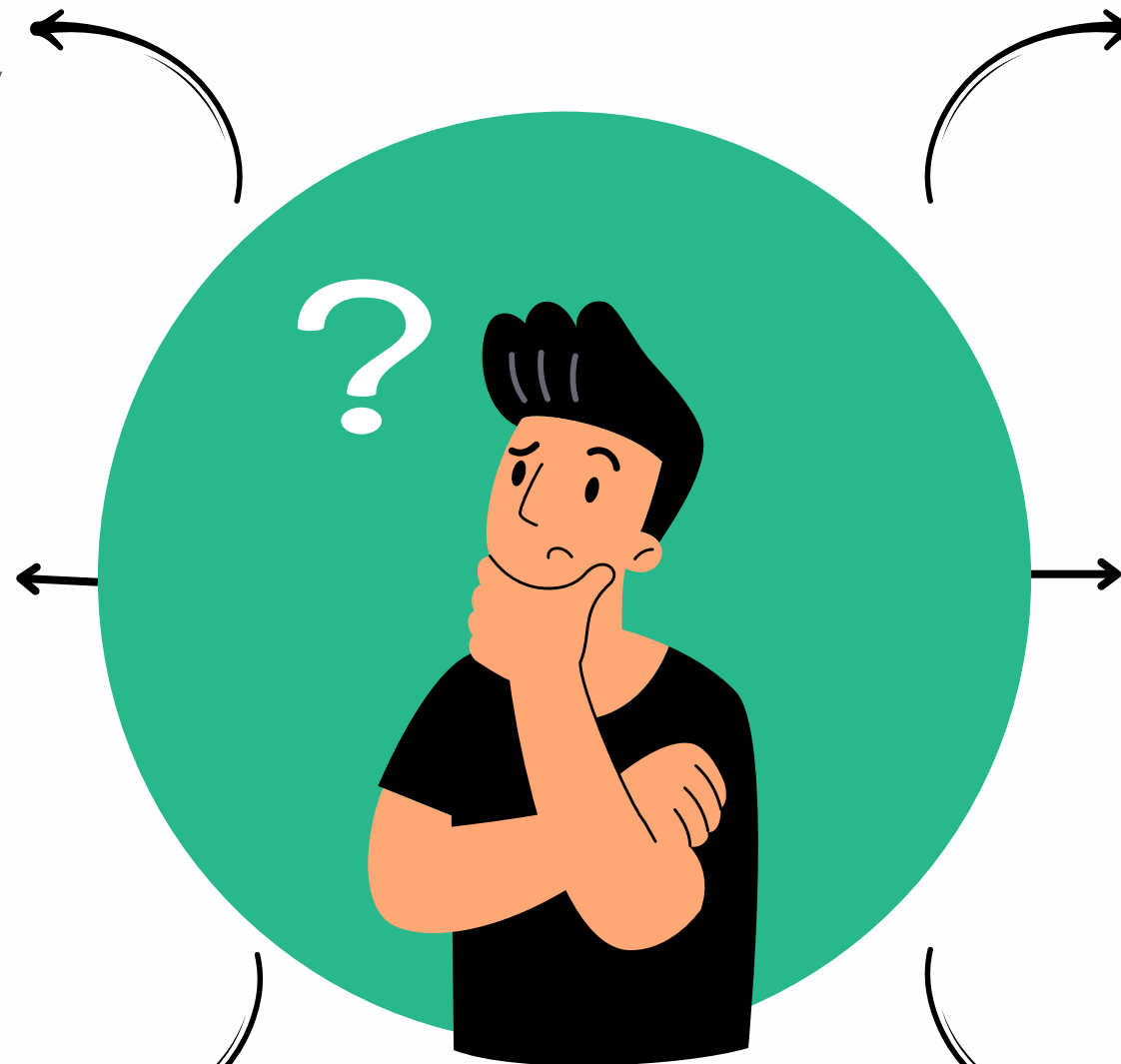
Helps students who may drop out due to financial constraints, providing a pathway to continue their education.

Necessity for Financially Disadvantaged Students

Earning while learning is essential for students from low-income backgrounds, allowing them to support their education and family.

Increased Awareness and Preparedness

Working students become more aware of workplace conditions and corporate ethics, equipping them for the professional world.



Stronger Work-Education Connection

The program fosters a deeper relationship between work experiences and educational outcomes, enhancing learning relevance.

Informed Career Choices

Students gain insight into their professional worth, enabling them to make more informed career decisions.

Asset for Graduates

Graduates who have work experience can leverage their skills and knowledge as valuable assets when entering the full-time job market.

STUDENT PERKS



Enhanced Employability:

Students gain practical experience and develop valuable skills that enhance their employability.



Soft Skill Development:

Participation in diverse activities fosters the development of essential soft skills crucial for professional success.



Financial Support:

Through earned stipends, students can achieve financial independence and contribute to their education related expenses.



Positive Social Impact:

The program promotes community engagement, contributing positively to social development and awareness.



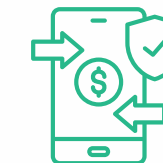
Exclusive Discounts and Rewards:

Giverly users enjoy exclusive discounts and rewards at 800 partner establishments, enhancing their financial benefits.



Charitable Contributions:

Every transaction made through Giverly contributes to a charitable cause, supporting education initiatives. A portion of each payment helps another child access quality education.



Secure Transactions:

Giverly offer secure and hassle-free transactions, ensuring the safety of students' hard-earned income.

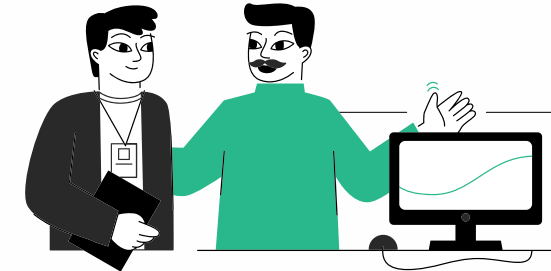


TYPES OF GIGS



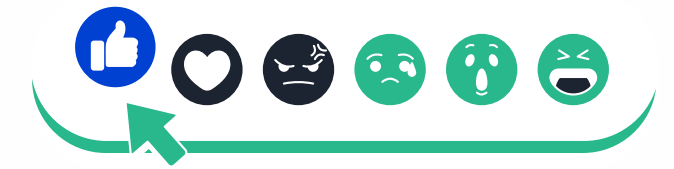
App Download

Students earn by promoting app downloads, leveraging their networks to drive user engagement.



Merchant Onboarding

Empower students to fuel business growth by assisting in merchant onboarding. As gig workers, students engage in client outreach, streamline onboarding processes, and ensure seamless integration for merchants.



Social Media Reach

Students amplify brand visibility through social media reach gigs, leveraging their online influence to expand audience engagement. By crafting compelling content and implementing strategic campaigns, they boost a brand's online presence.



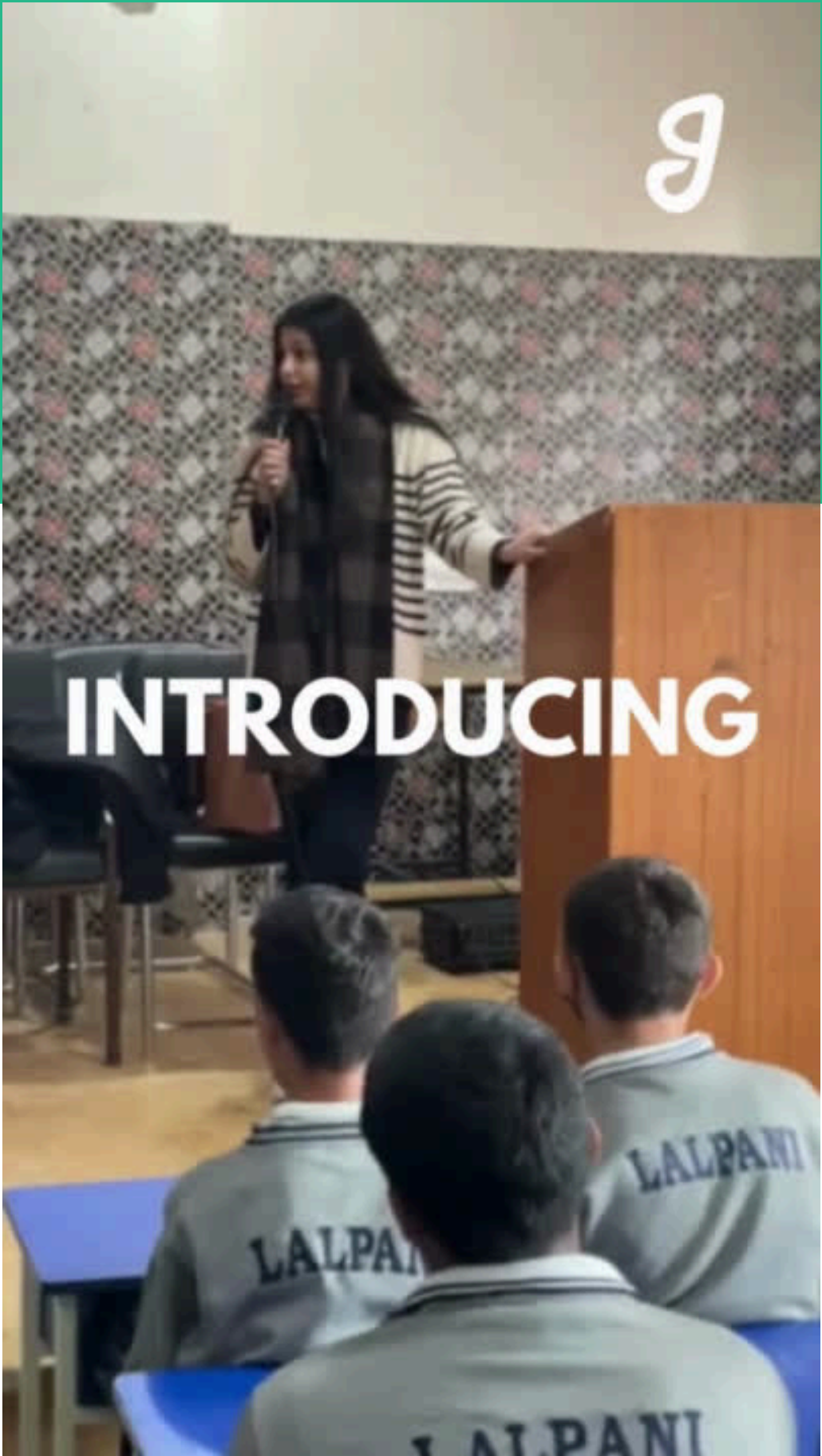
Google Reviews

Students contribute to brand success by offering genuine insights through Google reviews. They enhance a business's online reputation, fostering trust and credibility.



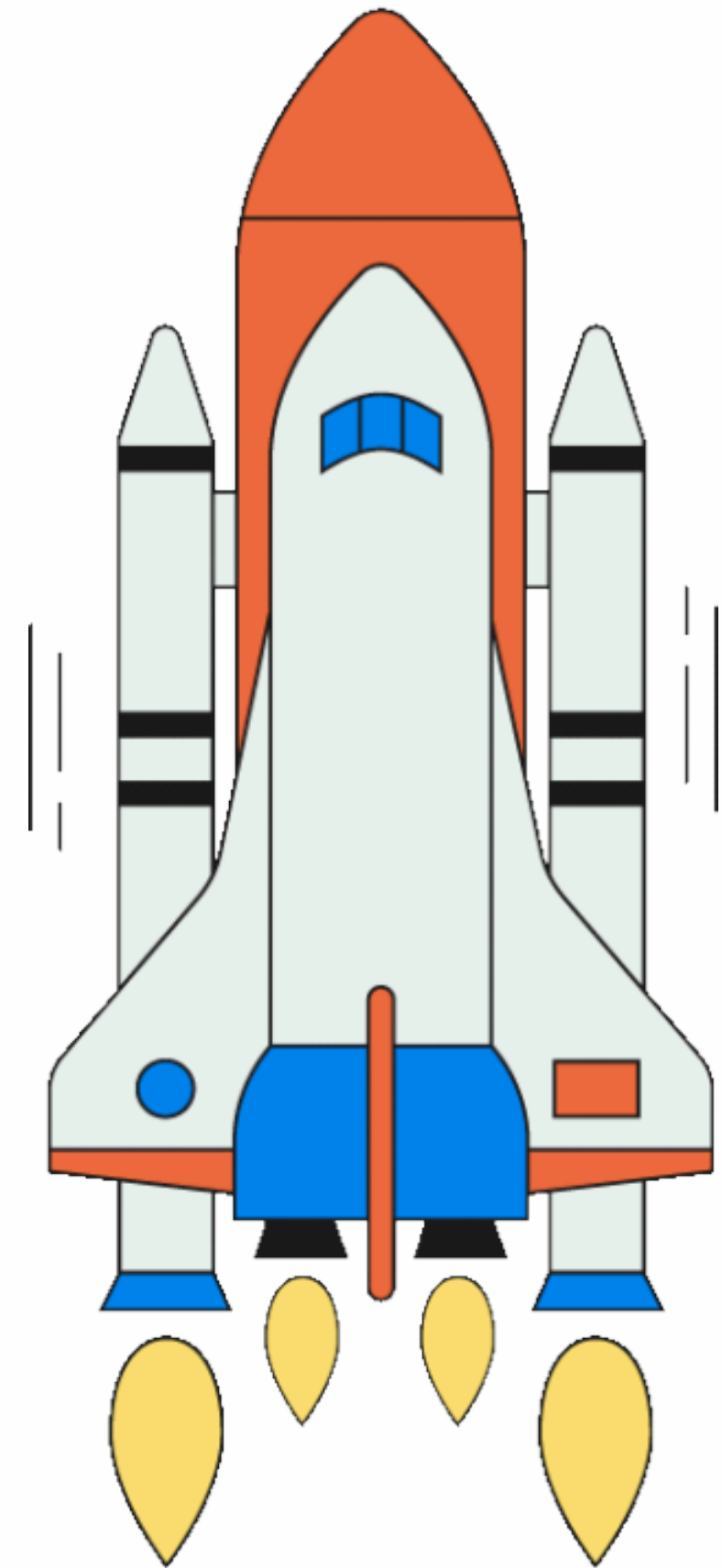
Card Sale

Students drive revenue by participating in card sales gigs, promoting and facilitating transactions.



PILOT OUTCOME

- We did an extensive pilot run with 10+ Government schools spread across Himachal Pradesh. The **"Earn While You Learn"** program proved to be a remarkable success amongst all the students enrolled, providing them with the chance to gain practical, real-world experience while continuing their education.
- The program not only helped students develop essential skills but also fostered financial independence and personal growth.



JOURNEY AHEAD ✨

- After a successful pilot run and valuable feedback from parents and students, we've added a lot more exciting new features like Projects, Courses to Watch and Learn, Tasks, Point System and Offers.
- Giverly limits each student's screen time to 45 minutes per day and sets a maximum monthly earning cap of ₹4,000. These limits help students maintain a healthy balance between academics and earning opportunities.
- These tools offer a holistic learning experience by allowing students to apply knowledge through real-world projects, engage with educational videos, complete skill-building tasks, and earn exclusive rewards for educational milestones.
- Additionally, the platform is now more secure and user-friendly, with earnings directly deposited into students' bank accounts, eliminating the need for a card and simplifying the experience.



OUR BRAND TIE-UPS & GIG PARTNERS



+800 MORE WELL KNOWN BRANDS

- With Giverly, students are empowered to focus on their learning and personal growth, free from financial worries. The app is designed to support their academic success while also building critical thinking, confidence, and practical skills to prepare them for the future. A cost of INR 99/- per student is applicable for students to enrol and get access to gigs and projects. This fee includes lifetime access to the app and its features, and students will instantly receive INR 100 worth of in-app coins. These coins can be redeemed against exclusive products, deals, discounts, or gift vouchers, making the platform even more rewarding and accessible.

giverly