

LEARNING, ROOTED IN EVERYDAY LIFE

Lokankur

लोकांकुर

अपनी मिट्टी से, पूरी दुनिया तक।

From our roots to the wider world.

A six-book learning programme for Classes 6-8, grounded in rural and semi-urban Bihar and designed to grow across India.



PROPOSED IDENTITY MOTIF

The design premise

Familiar places are valid starting points for serious learning. A school lane, a weekly haat, a family story or a simple experiment can lead to questions about society, science and the wider world.

LEARNERS

Classes 6-8: the middle-school years.

STARTING POINT

Everyday life in villages and growing towns.

LEARNING FORMAT

Six illustrated books with stories, questions and activities.

Project stage: illustrated learning-book drafts developed; programme delivery and learner outcomes remain to be tested.

A name for belonging and possibility.

Lokankur brings together two familiar Hindi word roots to express growth within a community.

लोक

LOK

People, community, the shared world.

Learning belongs in everyday life: homes, schools, neighbourhoods and the conversations between them.

अंकुर

ANKUR

A new shoot.

Growth begins small, develops through care and practice, and gradually reaches further.

LOK + ANKUR = LOKANKUR

Read together, the name suggests new growth arising from community. It gives the programme a human starting point and room to expand across subjects, places and future formats.

The tagline carries the same journey.

अपनी मिट्टी से, पूरी दुनिया तक।

अपनी मिट्टी से

From our roots

Local experience, languages and knowledge become sources of confidence and inquiry.

पूरी दुनिया तक

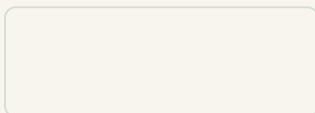
To the wider world

Learners can explore wider ideas and opportunities while carrying their local identity with them.

"Mitti" is a metaphor for place, culture and lived experience. The programme reaches beyond agriculture to include towns, mobility, public life, art and technology.

A visual language that welcomes curiosity.

The proposed identity translates rooted growth into a calm, readable system. Each element has a practical role in helping a learner find a way into the page.

**Warm ivory**

#F8F5ED

**River blue**

#416D78

**Leaf green**

#71856A

**Clay**

#A16658

Colour as orientation

Ivory gives the pages a warm setting. River blue anchors headings; leaf green echoes growth. Clay adds small points of emphasis. Meaning and labels accompany colour so it is never the only guide.

A book becoming a shoot

The open book stands for learning; the emerging shoot carries the idea of ankur. Light roots suggest a local foundation. The simple silhouette can stay recognisable on a cover, page header or small label.

Two scripts, one identity

The Hindi name sits beside a clear English wordmark. A readable Devanagari face and restrained Latin type create a shared hierarchy. Future local-language editions can carry the same structure.

Clear before decorative

Generous spacing, clear headings and short prompts help readers navigate. Gentle illustrations invite attention; labelled diagrams explain relationships. Decoration stays secondary to the learning task.

LEARNING PAGE CONCEPT

A weekly haat: compare value

Two baskets have different prices.
What else matters before you choose?

Quantity / quality / need

Local life supplies the examples.

Show varied, specific scenes: school routes, markets, reading spaces, railway platforms, craft tables and investigations. Credit cultural sources and label original illustrations and models. This makes place visible through lived detail.

Identity direction shown here; full application across the book series is a next phase.

What Lokankur is trying to achieve.

Help middle-school learners connect knowledge with everyday decisions, express their ideas with confidence and explore a world larger than the one immediately around them.

01 World

Connect familiar places to land, water, movement and change.

02 Civic life

Explore shared spaces, fairness, access and public services.

03 Thinking

Compare choices, question claims, check evidence and plan.

04 Art & culture

Observe, make, interpret and value creative traditions with care.

05 English & expression

Build reading, writing, poetry and a confident individual voice.

06 Science

Investigate questions through observation, models and fair tests.

A learning journey learners can practise

01

Notice

02

Ask

03

Test / compare

04

Explain

From a local observation to a reasoned explanation or a useful action.

Current work

Six illustrated learning-book drafts have been developed, including activities grounded in local routes, markets, public spaces, craft and simple investigations. Lokankur gives this work a coherent purpose and presentation.

How success could be assessed

A future classroom pilot could examine learners' questions, explanations, writing, practical work and revision. Teacher feedback and language choices would guide changes. These are evaluation intentions, not reported results.