

Namaste Polkadot Marketing Bounty

Proponent: India Unlocked Team

Date: April 2025

Requested allocation: \$4,998 USDT

 Namaste Polkadot Marketing bounty budget

Original proposal- [Namaste Polkadot: Education and community for Polkadot India \(#1449\)](#)

Duration: 1 month

Category: Marketing, education.

Tldr - After receiving valuable feedback from the community asking us to start smaller and demonstrate our capabilities before committing to a larger program, we have decided to convert our proposal into a focused marketing bounty.

We will showcase our expertise and dedication to the Polkadot ecosystem through a one-month bounty that includes:

1. **Two university workshops** leveraging our established relationships with Indian technical institutions
2. **Two translations of existing Polkadot tutorials** into Hindi to demonstrate our ability to create locally-relevant content

This initiative will serve as a proof of concept for our larger vision of creating dedicated community catalysts across India's vibrant crypto ecosystem. With our experience of educating in Indian universities and organising meetups/events in the tech clusters over the past year, we're confident we can deliver meaningful results even in this condensed format.

We look forward to demonstrating our ability to drive organic adoption through this bounty and laying the groundwork for more extensive collaboration in the future.

Proof of work - [Complete Notion Doc](#)

Check out sample video for this bounty - [Click here](#)

1. Roadshows - 10 workshops, 7 cities



Through our Namaste Arbitrum initiative, we've established a strong presence in India by conducting workshops across 10 universities and creating educational content in 6 languages (English plus Hindi, Telugu, Gujarati, Tamil, Bengali), reaching over 450 participants and generating 250,000+ impressions.

2. Educational and social media content

- 10 video series in 6 regional languages, with a complete guide about Arbitrum and how to use it: [Click here](#)
- 5 video series in 2 regional languages, with a complete guide on what is Venus and its uses: [Click here](#)
- [Namaste Arbitrum](#), Our full-fledged Twitter account, made solely to support and grow Arbitrum in India. We also use this handle to represent India unlocked as an **Arbitrum ambassador**.

3. Events, Mixers and Parties

- You can check out more details about all our previous events here - [Events, Mixers and Parties](#)

Introduction

Our team previously submitted a comprehensive proposal requesting \$69,468 USDT to implement a 4-month program accelerating Polkadot's growth across India's tech ecosystem. With our experience from successful **Namaste Arbitrum and Namaste Venus** initiatives (**reaching 450+ participants and generating 250,000+ impressions**), we planned a multi-faceted approach to community building.

The original proposal focused on three key areas:

1. **Content creation:** 60 videos in 6 Indian languages, 240 clips, 120 infographic threads, and a 137-term glossary
2. **Workshops:** at 15 universities across Northern, Western, and Southern India
3. **Content creation contests:** with \$200 prize pools per university.

Based on community feedback suggesting we start with a **smaller initiative** to demonstrate our capabilities, we've restructured our approach.

We understand the community's desire to see proven results before committing to larger funding, and we appreciate the guidance toward utilizing existing bounty programs like the events bounty, marketing bounty, and ambassador fellowship. Our team is committed to building Polkadot's presence in India and we're excited to showcase our ability to deliver meaningful educational content and engagement through this revised approach.

Team Description

1. Aakash Athawasya (<https://x.com/AakashAtha>)
 - LinkedIn 8k Followers
 - Twitter: 1K Followers
2. Sriram Natraj (<https://x.com/sriramHQ>)
 - LinkedIn: 3.6K followers
 - Twitter: 300 followers
3. Hemant Chhabria (https://x.com/Just_a_BD)
 - LinkedIn: 700 Followers
 - Twitter: 94 followers
4. Nandana Setty (<https://www.linkedin.com/in/nandana-setty-a42735220/>)
 - LinkedIn: 600 Followers
5. Aishwarya Goyal (https://x.com/chibi_747)
 - LinkedIn: 636 Followers
 - Twitter: 31 followers

Problem Statement

1. Limited multilingual educational content about Polkadot in India, despite the country ranking 1st in the [2024 Global Crypto Adoption Index](#)
2. Absence of localized Polkadot communities who can help increase the presence of polkadot in India.
3. Lack of established track record with the Polkadot community to justify immediate funding for a larger-scale proposal

Mission

To showcase our team's capability to drive Polkadot adoption in India through a focused bounty initiative at select universities and demonstrate our effective approach to multilingual content creation and community engagement through measurable results.

The goals of this mission include:

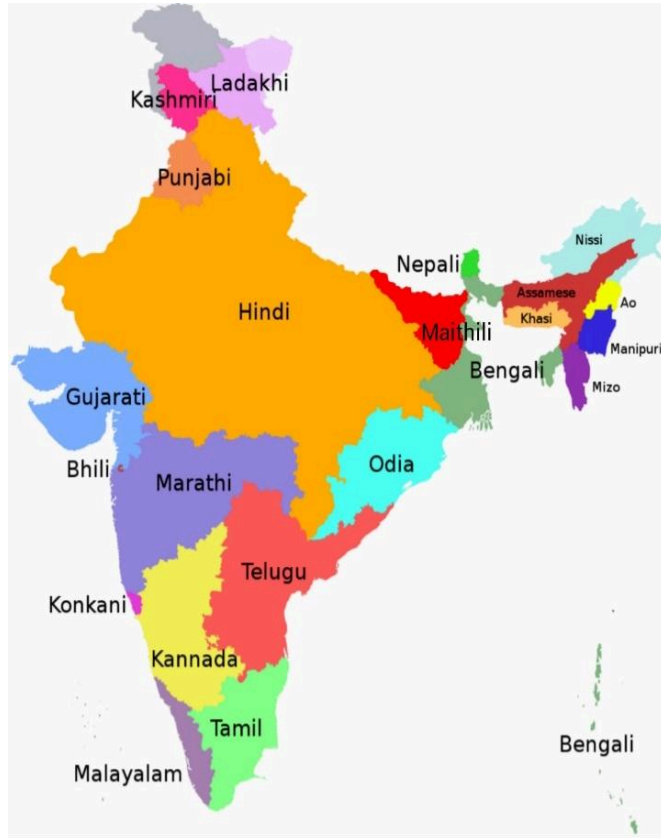
1. Conduct 2 Road-shows in 2 of the top engineering universities of India
2. Establish strong Polkadot presence in universities
3. Translate 2 of the already existing content of polkadot to Hindi, for greater adoption
4. Generate social media traction through [Namaste Polkadot](#) social pages.

Our Deliverables

1. Social media content

S.No	Type of content	Total count
1.	Translated content (In Hindi)	2 Videos
2.	Short Clips from Videos	5 Clips * 2 videos = 10 short clips
3.	Threads with Infographics	3 threads, in Hindi
4.	Video Summaries in Hindi	2 Videos summaries
5.	Word of the Day Series	10
6.	Built on Polkadot Threads	5
7.	Roadshow Announcement Posts	2 per Roadshow * 2 roadshows = 4
8.	Event Content During Roadshow	Multiple per Roadshow
9.	Post-Roadshow Content	Multiple per Roadshow

Why Translate the videos into Hindi?



Language ↕	Figure ^[14] ↕	% of total population ↕
Hindi	322,230,097	26.61%
Bengali	97,237,669	8.03%
Marathi	83,026,680	6.86%
Telugu	81,127,740	6.70%
Tamil	69,026,881	5.70%
Gujarati	55,492,554	4.58%
Urdu ^[note 2]	50,772,631	4.19%
Kannada	43,706,512	3.61%
Odia	37,521,324	3.10%
Malayalam	34,838,819	2.88%
Punjabi	33,124,726	2.74%
Assamese	15,311,351	1.26%
Maithili	13,063,042	1.08%
English	259,678	0.02%

Based on the **2011 Census data**, India's linguistic diversity presents a significant opportunity for expanding Polkadot's reach through localized content. Hindi covers a substantial portion of India's population, around **485.5M speakers (40.10% of population)**.

Given India's current status as the **world's most populous country**, this number has grown significantly, suggesting an even larger potential audience.

Topics for translated videos:

For translating the videos in Hindi, we have chosen to divide [this video](#) in 2 parts and convert them separately for better understanding and translation.

2. University Workshops

The Polkadot University Workshop is designed to bridge the gap between academic learning and real-world blockchain development. Through hands-on, intensive sessions across 2 premier Indian technical institutions, we aim to nurture the next generation of Polkadot ambassadors and community leaders. Workshops will be conducted in **2 universities in Hyderabad**.

Workshop Structure:

1. **4-Hour Intensive Sessions:**

Introduction to Polkadot, highlighting its real-world applications for students and pathways for community contribution.

2. **Interactive Q&A and Quiz:**

Students can ask questions throughout and after the sessions to ensure complete understanding. The session includes an engaging quiz competition to test knowledge retention and add an element of fun.

3. **Wallet Generation:**

Participants will receive assistance in creating their Nova wallets, enabling access to DOT tokens, Astar, and other network assets.

3. Social media handles

To ensure better reach and community engagement, the team will create **exclusive twitter handle** dedicated to the Namaste Polkadot initiative.

This handle will be even after the bounty period, to provide support to students and to further increase reach of polkadot in India.

Implementation Timeline

Phase 1: Content Creation and organising workshops (April 2nd - April 15th)

- Translation of video scripts
- Recording of Hindi version
- Workshop material preparation
- Coordination with the university representatives to schedule dates and the workshop
- Merch design and order

Phase 2: Conducting the workshops and preparing final report (April 15th - May 5th)

- Conducting of workshops in 2 universities in Hyderabad
- Making content about the roadshows and engagement
- Establishing support channels for the universities, to reachout for support
- Preparing final report with all the stats and metrics

Budget Breakdown -

† Namaste Polkadot Marketing bounty budget

1. Personnel				
Desc	Estimated rate	Est number of transactions	No of employees/ languages	Total cost
Project Manager	\$400	1	1	\$400
Video production	\$350	1	1	\$350
Community manager	\$350	1	1	\$350
Sub Total (1)				\$1,100
2. Content				
Desc	Estimated rate	Est number of transactions	No of employees/ languages	Total cost
Video series (Youtube	\$68	2	1	\$136

video)				
Social Media content	\$6	100		\$600
Sub Total (2)				\$736
3. University workshops				
Desc	Estimated rate	Est number of transactions	No of employees/ languages	Total cost
Travel and accomodation	\$575	2	2	\$2,300
Refreshment cost (Food and beverages at the universities)	\$140	2		\$280
Sub Total (3)				\$2,580
4. Merch				
Desc	Estimated rate	Est number of transactions		Total cost
Merch printing and transportation	\$482	1		\$482
Offline Branding pieces (Banners, posters, etc)	\$100	1		\$100
Sub Total (4)				\$582
TOTAL (1+2+3+4)				\$4,998

Success Metrics

1. Content metrics

S. No	Deliverables	Amount
1.	No. of videos produced in Hindi	2
2.	Clips generated	10
3.	Social media posts	50

2. Workshops

S.no	Category	Metric
1.	Number of workshops	2
2.	Attendance rate	80%
3.	Post workshops interviews (per University)	4
4.	Wallets created (per University)	45 (total - 90)