Namaste Polkadot

India Unlocked

Proponent: India Unlocked Team
Date: March 2025
Requested allocation: $69,468 USDT
🏦 Namaste Polkadot Budget

Tl:dr - We will focus on the creation and support of dedicated community catalysts aiming to accelerate Polkadot's growth across India's vibrant tech ecosystem.

We are implementing a multi-layered strategy to build active Polkadot users across major Indian tech hubs. Our approach combines university outreach, developer workshops, and strategic content creation to drive organic adoption.

This isn't a new venture for us – we've been actively nurturing Web3 communities across India's university networks and tech clusters for the past year. Our established relationships with leading technical institutions and developer communities give us unique leverage to amplify Polkadot's presence.

Our initiative focuses on a 4-month intensive program targeting three key areas:

- Direct engagement through university workshops and city-wide technical events
- Creation of locally-relevant technical content and implementation guides
- Building sustainable connections with universities for hands-on mentorship and any future events for Polkadot.

Category: Community Building and Growth.

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

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 Abritrum**, Our full-fledged Twitter account, made solely to support and grow Abritrum 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

India has emerged as a powerhouse in the global crypto landscape, with its educational institutions and tech-forward

youth leading the charge. According to [Chainalysis reports](#), India ranks 1st in 'The 2024 Global Crypto Adoption Index' for July 2023 to June 2024, highlighting the massive potential for blockchain education and development. With its strong enthusiasm for emerging technologies, India's crypto ecosystem presents an unprecedented opportunity to foster the next generation of Polkadot developers and champions.

Despite this, the Crypto space in India faces a significant challenge in educational content that is both accessible and comprehensive. While there are many resources available, they often fail to address the needs of **non-English speaking audiences** and lack structured pathways for **university students** to enter the ecosystem.

Polkadot, with its cutting-edge technology and robust infrastructure, needs equally sophisticated educational content to drive adoption and development. Our initiative addresses this gap through targeted education and community building in academic institutions.

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
3. Hemant Chhabria (https://x.com/Just_a_BD)
   - Linkedin: 700 Followers
   - Twitter: 94
4. Nandana Setty (https://www.linkedin.com/in/nandana-setty-a42735220/)
   - Linkedin: 600 Followers

Namaste Polkadot

Problem Statement

- Limited multilingual educational content about Polkadot
- Lack of structured pathways for university students to enter the ecosystem
- Insufficient hands-on learning opportunities in academic settings
- Need for more user-generated content in different languages
- Gap between academic knowledge and practical blockchain development

Mission

Create a comprehensive educational program that combines **multilingual content**, **hands-on learning**, **community building** in universities and **generating wallet users** to foster the next generation of Polkadot developers and advocates.

The goals of this mission include:

1. Create high-quality educational content in multiple languages
2. Establish strong Polkadot presence in universities
3. Generate user-generated content through competitions
4. Build sustainable university communities
5. Create clear pathways for students to contribute to the Polkadot ecosystem

## Our Solutions

1. Comprehensive content

Namaste Polkadot

Content Structure

S.No	Type of content	Total count
1.	Comprehensive Videos (in 6 languages)	10 Videos * 6 Languages = 60 videos
2.	Media Coverage & PR Outreach	4 articles
3.	Short Clips from Videos	4 Clips * 60 videos = 240 short clips
4.	Threads with Infographics	20 threads * 6 Languages = 120 Threads
5.	Episode Summaries	10 episodes * 6 Languages = 60 Posts
6.	Interactive Explainer Posts	50 posts * 6 Languages = 300 posts
7.	Data-Driven Posts	10
8.	Word of the Day Series	137
9.	Built on Polkadot Threads	69 +
10.	Ecosystem Updates	Regular
11.	Roadshow Announcement Posts	2 per Roadshow
12.	Event Content During Roadshow	Multiple per Roadshow
13.	Post-Roadshow Content	Multiple per Roadshow

1. Comprehensive Videos

- **10 episodes**, each created in **6 languages**: English, Hindi (528.3M speakers), Bengali (97.2M speakers), Telugu (81.1M speakers), Tamil (69M speakers), and Gujarati (55.4M speakers). These 6 languages are the most spoken languages in India.
- Total: **60 videos** designed for accessibility and education with diverse linguistic audiences.

Why Translate the videos into regional languages?
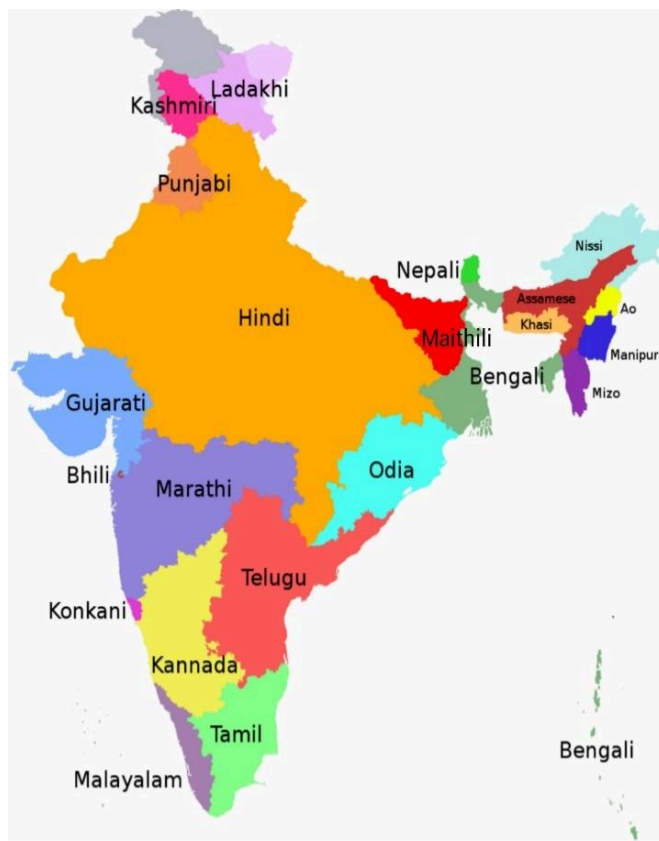
Language	Figure[14]	% of total population
Hindi	322,230,097	26.61%
Bengali	97,237,669	8.03%
Marathi	83,026,680	6.86%
Telugu	81,127,740	6.70%
Tamil	69,026,881	5.70%
Gujarati	55,492,554	4.58%
Urdu[note 2]	50,772,631	4.19%
Kannada	43,706,512	3.61%
Odia	37,521,324	3.10%
Malayalam	34,838,819	2.88%
Punjabi	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. Our selected languages for content creation cover a substantial portion of India's population:

1. Hindi: 485.5M speakers (40.10% of population)

2. Bengali: 107.2M speakers (8.85%)

3. Telugu: 94.1M speakers (7.77%)

4. Tamil: 77.0M speakers (6.36%)

5. Gujarati: 60.4M speakers (4.99%)

6. English: 129.2M speakers (10.67%)

Combined, these six languages reach over **953 million speakers** (78.74% of India's 2011 population). Given India's current status as the **world's most populous country**, these numbers have grown significantly, suggesting an even larger potential audience. By creating Polkadot educational content in these regional languages, we can effectively engage with communities in their preferred language, making blockchain education more accessible and fostering stronger adoption across different regions of India.

This localization strategy will help Polkadot tap into communities that may be underserved by English-only content, particularly in states like Gujarat, Tamil Nadu, Telangana, West Bengal, and the Hindi-speaking belt, where regional languages play a crucial role in information dissemination.

Topics for The long-form videos:

Note: These topics are flexible and can be adjusted based on community needs and feedback.

Episode 1: Introduction to Polkadot

Objective: Introduce Polkadot in a simple way and explain why it matters.

- **What is Polkadot?** A blockchain that connects multiple chains into one secure network.
- **Problems Polkadot solves:**
  - **Interoperability:** Chains can communicate seamlessly.
  - **Scalability:** Handles more users and transactions efficiently.
  - **Shared Security:** All connected chains benefit from Polkadot's security.
- **What makes Polkadot unique?** A quick look at its approach and key milestones.
- **The growing Polkadot ecosystem:** What's happening and who's building on it.

Episode 2: Core Components of Polkadot – How They Work

Objective: Explain Polkadot's core architecture and how its components function.

- **Relay Chain:** The backbone that keeps everything connected.
- **Parachains:** Independent blockchains designed for specific use cases (DeFi, NFTs, AI, etc.).
- **Parathreads:** A flexible option for projects that don't need a full parachain.
- **Bridges:** Connecting Polkadot to external blockchains like Ethereum and Bitcoin.

Episode 3: Security & Consensus – How Polkadot Stays Safe

Objective: Explain how Polkadot secures its network while maintaining decentralization.

- **Nominated Proof-of-Stake (NPoS):** A unique staking mechanism optimizing validator selection.
- **How shared security works:** All parachains benefit from the Relay Chain's security.
- **Risk management measures:** Ensuring stability and protection against attacks.
- **How Polkadot's security model differs from other blockchains.**

Episode 4: Interoperability & XCMP – How Chains Communicate

Objective: Show how Polkadot enables smooth communication between different blockchains.

- **What is interoperability, and why is it important?**
- **XCMP (Cross-Chain Message Passing):** How parachains send messages securely.
- **Real-world applications:** DeFi, gaming, supply chains, and more.
- **How Polkadot compares to other interoperability solutions.**
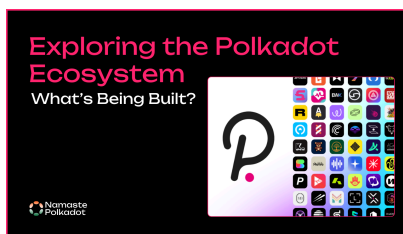
Episode 5: Exploring the Polkadot Ecosystem – What's Being Built?

Objective: Introduce users to real-world applications within Polkadot.

- **What are Polkadot DApps?** How they work and why they matter.
- **Key projects and parachains:** An overview of notable platforms.

- **Polkadot use cases:** DeFi, NFTs, Real World Assets (RWA), DePIN, AI-based projects, gaming.

Episode 6: Getting Started with Polkadot and Navigation Setting up Wallet

Objective: A beginner-friendly guide to setting up and using Polkadot.

- **Navigating the Polkadot interface:** Understanding the basics.
- How to create and secure your Polkadot wallet.
- Tips for staying secure and managing risks.
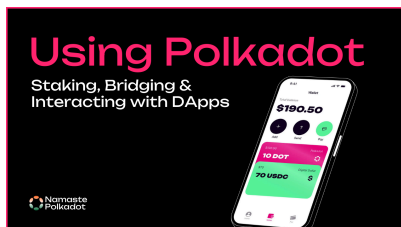
Episode 7: Using Polkadot – Staking, Bridging & Interacting with DApps

Objective: A hands-on guide to interacting with Polkadot's ecosystem.

- How to bridge assets to and from Polkadot.
- Interacting with Polkadot DApps and key platforms.
- A deeper dive into staking:
  - What is staking, and why is it important?
  - Step-by-step guide on how to stake DOT and earn rewards.

Episode 8: Governance & Decentralization – How Polkadot's Community Leads

Objective: Explain how governance works and how users can participate.

- Polkadot's governance system (OpenGov):
  - How proposals are made, discussed, and voted on.
  - The role of DOT holders in decision-making.
- Why decentralization matters and how Polkadot does it differently.
- Voting mechanics and participation.

Episode 9: A Hands-On Guide to Polkadot Governance

Objective: Show users how to actively participate in Polkadot's governance.

- How to vote on proposals and shape Polkadot's future.
- Joining governance forums and discussions.
- **Submitting a proposal:** A step-by-step guide.
- **Roles in governance:** Delegates, voters, and more.

Episode 10: How to Contribute to the Polkadot Ecosystem

Objective: Explain how both developers and non-developers can get involved.

For Developers:

- Introduction to Polkadot SDK and its advantages.
- Building on Polkadot – where to start.
- Kusama as a testing ground for new ideas.

For Non-Developers:

- **Community contributions:** Writing, organizing events, and advocacy.
- Helping with content, education, and outreach.
- Grants and funding opportunities for contributors.

2. Media Coverage & PR Outreach

We are planning to secure coverage in **at least Four** leading dailies for Namaste Polkadot initiatives.

This will enhance visibility, strengthen brand recognition, and serve as a key marketing strategy to attract a broader audience and drive greater engagement.

3. Short Clips from Videos

- **Minimum of 4 short clips** extracted per video for Twitter and LinkedIn.
- Total: **240 short clips**, ensuring consistent engagement across platforms.

4. Threads with Infographics

- **20 in-depth threads** on Polkadot topics like governance, technology, and ecosystem.
- Translated into **6 languages**, totaling **120 threads**.

5. Episode Summaries

- Every episode summary will be translated into 6 languages.
- Total: **60 episode summaries**.

6. Interactive Explainer Posts

- **50 short posts per language** featuring infographics for clarity and interactivity.
- Total: **300 posts** across 6 languages.

7. Data-Driven Posts

- **10 posts** leveraging metrics, highlighting Polkadot's ecosystem strength and activity.

8. Word of the Day Series

- Glossary-based series covering **137 terms** from the Polkadot ecosystem.
- Includes simplified explanations with visually engaging infographics.

9. Built on Polkadot Series

- Threads showcasing dApps and projects built on Polkadot, emphasizing its diverse ecosystem.

10. Ecosystem Updates

- Regular posts on major tech updates, integrations, and DAO activities to keep the community informed.

Campaign for the Roadshow

Phase 1: Announcements

- **Announcement Post**: Introduces the roadshow and its goals.
- **Thread**: Details about the initiative.
- **Teaser Video**: to build anticipation.
- **Promo Content**: Posters, countdowns, and reminders.

Phase 2: During Roadshow

For each event:

On-Ground Interviews

- Short, engaging interviews featuring attendees posted on X, LinkedIn and instagram.

  Quantity: 4 per roadshow.

2. Event Recap Thread

- A detailed thread covering highlights from speakers and their key quotes, Topics discussed during the event and Audience engagement and activities.
  - **Platforms**: X (Twitter), LinkedIn.
  - **Quantity**: 1 per roadshow.
3. Photo Dump
    - A collection of high-quality images.
    - **Platforms**: Instagram, X (Twitter).
    - **Quantity**: 1 per roadshow.
4. Teaser Video
    - A short video capturing exciting moments, including Speaker highlights and networking and audience participation.
    - **Platforms**: YouTube, Instagram Reels, X (Twitter).
    - **Quantity**: 1 per roadshow.
5. Aftermovie
    - A polished 1–2-minute video summarizing the event:
      - Key highlights from speakers.
      - Exciting audience moments and event takeaways.
      - Closing shots of the event.
    - **Platforms**: YouTube, Instagram, X (Twitter) and LinkedIn.
    - **Quantity**: 1 per roadshow.
6. **Content contest Winners:** Announcement posts for the content contest winners.
   Highlighting and appreciating their work.
   Platforms : Instagram, X (Twitter) and LinkedIn.
   Quantity: 1 per roadshow.

Phase 3: Post-Roadshow

1. **Thank You Video**: Gratitude to participants.
2. **Recap Threads**: Impact highlights and key takeaways.
3. **Aftermovie**: Summarizes the overall roadshow experience.
4. **Success Posts**: Statistics and ambassador stories.

2. University Workshop Program

The Polkadot University Workshop Program is designed to bridge the gap between academic learning and real-world blockchain development. Through hands-on, intensive sessions across 12 premier Indian technical institutions, we aim to nurture the next generation of Polkadot developers and community leaders. Workshops will be conducted in 15 universities across different regions:

1. Northern India - Delhi, Rajasthan, Dhanbad
2. Western India - Ahmedabad, Goa, Mumbai, Pune
3. Southern India - Bangalore, Chennai, Manipal, Dharwad

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.
4. **Resource Sharing and Next Steps:**
   Students will receive comprehensive resources for participating in the content contest, along with best practices for creating high-quality social media content.

Content Creation Contest

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Overview
A university-level content creation competition designed to encourage students to explore and create educational content about Polkadot while competing for prizes.

Contest Duration
- Total Duration: 1 week per university
- Day 1: Workshop, Contest announcement and registration
- Day 2-6: Content creation period
- Final day: Judging and winner announcement

Prize Structure (Per University)
Total Prize Pool: $200 USD
- 1st Place: $100 USD
- 2nd Place: $60 USD
- 3rd Place: $40 USD

Content Categories
Participants can submit in any of the following formats:
- Technical Blog Posts
- Educational Videos
- Infographics
- Social Media Thread
- Tutorial Documentation

📄 Content contest rules Polkadot

Post-Contest

Winner Announcement:
- Live announcement event
- Social media recognition
- Certificate of achievement

Content Distribution:
- University showcase

- Social media highlights

Additional Benefits
All participants receive participation certificates

3. Social media handles

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

1. **Twitter Handle**
    - A platform for updates, threads, events, clips, summaries announcements, and engaging with the broader Polkadot ecosystem.
2. **LinkedIn Handle**
    - Chosen due to its high engagement rates among Indian professionals and students, as evidenced by available data.
    - Will be used to share detailed posts, infographics, and videos, targeting professionals, developers, and students.

By leveraging these platforms, the initiative will ensure maximum visibility and tailored outreach to diverse audiences.

Implementation Timeline

Month 1: Content Creation (April 1st -May 1st) (Budget: $20,080)
- Development of video scripts
- Recording of all language versions
- Workshop material preparation
- Contest guidelines creation

Month 2: Scheduling and organizing workshops (May 1st - June 1st) (Budget: $5,648)
- Scheduling universities, according to availability

- Designing and ordering merch
- Booking travel tickets to the specified cities
- Booking stay and accommodation for team members

Month 3-4: University Workshops (June 1st - July 31st) (Budget: $43,740)
- Workshops execution
- Organising Content Contest in each university
- Community building
- Content collection and curation

This section will be divided into **3 milestones:**
1. **First Milestone** (5 universities)(Budget: $14,580)
   Covering the northern part of the roadshows.

2. **Second Milestone** (10 universities)(Budget: $14,580)
   Covering the western part of the roadshows

3. **Third Milestone** (15 universities)(Budget: $14,580)
   Covering the southern part of the roadshows

Budget Breakdown - 🗓️Namaste Polkadot Budget

Description	Est rate	Est number of transactions	No. of employees/languages	Total cost
Project Manager	$1,000	4	2	$8,000
Mentor	$1,000	4	1	$4,000
Graphic Designer (Carousel, Infographics, etc)	$500	1		$500
Social Media/Script writer	$1,000	4		$4,000
Video production/ translator (1 set of each language)	$700	1	6	$4,200
Website developer	$425	4		$1,700

Community manager	$575	4	2	$4,600
Video series (Youtube video)	$68	10	6	$4,080
Social Media content	$6	440		$2,640
Website development	$800	2		$1,600
Travel and accomodation	$400	15	4	$24,000
Refreshment cost (Food and beverages at the universities)	$100	15		$1,500
Merch printing and transportation	$1,398	1		$1,398
Offline Branding pieces (Banners, posters, etc)	$500	1		$500
Cash prizes	$200	15		$3,000
Oraganizing costs	$250	15		$3,750
Total				$69,468

Deliverables and KPIs
Content Creation

S.No	Type of content	Total count
1.	Comprehensive Videos (in 6 languages)	10 Videos * 6 Languages = 60

		videos
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8.	Word of the Day Series	137
9.	Built on Polkadot Threads	69 +
10.	Ecosystem Updates	Regular
11.	Roadshow Announcement Posts	2 per Roadshow
12.	Event Content During Roadshow	Multiple per Roadshow
13.	Post-Roadshow Content	Multiple

Success Metrics

1. Content metrics

S. No	Deliverables	Amount
1.	No. of Impressions (across	250 k +

		platform)	
	2.	Engagement Rate	3 %
	3.	Participant Generated Content	300 + posts

2. Workshops

Category	Baseline metric	Ideal metric	Extraordinary metric
Number of workshops	15	17	>17
Attendance rate	65%	80%	>80%
Post workshops interviews (per University)	2	4	>4
Content contest participation (Of all people attended)	50%	80%	>80%
Wallets created (per University)	30	60	>60

3. Content Contests

Category	Baseline metric	Ideal metric	Extraordinary metric

Number of participants	30	45	>60
Number of posts generated by each participant	10	15	>15

Code of Conduct
- All content must maintain high educational standards
- Transparent contest judging criteria
- Equal opportunity for all participants
- Regular reporting and accountability
- Responsible budget management

Future Expansion
Based on the success of this initial program, potential expansion could include:
- Additional languages
- More Universities
- Advanced workshop series