

1. Introduction

Problem Statement

Excessive gadget use in families disrupts face-to-face interactions, reduces physical activity, and stifles creativity, particularly among children. Urban Indian families report 6+ hours of daily screen time, correlating with rising attention deficits and weakened family bonds.

Purpose & Overview

The No-Gadget Zone Centre creates structured, screen-free spaces where families engage in interactive activities, outdoor play, and skill-building workshops. Inspired by Tamil Nadu's Gadget-Free Hour campaign and PM Modi's advocacy for tech-free homes, the centre prioritizes human connection over digital consumption.

Core Objectives

- Strengthen Family Bonds: Replace screen time with collaborative games and storytelling sessions.
- Foster Creativity: Offer hands-on workshops (arts, music, puzzles) to stimulate imagination.
- Promote Active Lifestyles: Designated play zones for sports, yoga, and adventure activities.

2. About the Centre

Mission & Vision

- Mission: "Empowering families to reconnect through screen-free experiences."
- Vision: "A world where technology enhances—not replaces—human connection, creativity, and play."

Services Provided

- a. Structured Gadget-Free Hours:
 - Group board games, puzzle challenges, and storytelling circles.
 - Family bonding sessions (e.g., collaborative art projects).
- b. Creative Skill Workshops:
 - Arts & crafts (clay modeling, painting, memory card game etc).
 - Storytelling and music sessions (open mics).
- c. Outdoor Play & Sports Zones:

- Badminton, yoga, treasure hunts, and team sports.
- d. Parent-Child Programs:
 - Interactive workshops on communication and cooperative play.

Target Audience

- Children aged 5–15.
- Families seeking quality time without screens.
- Educators/schools promoting gadget-free zones at their facilities.

Unique Value Proposition.

- Proven Activities: Outdoor play and creative workshops linked to improved focus and family bonding
- Community-Driven: Aligns with PM Modi's call for "No Gadget Zones" in homes

3. Functionality of the Centre

Day-to-Day Activities

- Interactive Game Sessions: Board games, puzzles, and strategy games that promote critical thinking and social interaction.
- Creative Arts & Crafts: Hands-on workshops for painting, pottery, origami, and DIY projects. Each workshop be conducted on different days.
- Physical Activity Programs: Structured sports sessions, yoga classes, and adventure games in dedicated play zones.
- Learning Workshops: Book reading sessions, storytelling sessions, and educational activities without digital aids.

Timings & Location

- Location: A centre in Chennai/ Certain workshops will be conducted at different schools and colleges.
- Operating Hours:
 - Monday to Friday: 10 AM - 5:30 PM
 - Weekends: 9 AM - 6 PM (family sessions)

Facility Design

- a. Activity Zones:
 - Play Arena: Dedicated space for board games, puzzles, and group activities.

- Creative Corner: Art supplies, craft materials, and workspace for hands-on projects.
 - Reading Nook: Colourful and comfortable seating with books, magazines, and educational materials.
 - Sports Zone: Equipment for indoor games and physical activities.
- b. Workshop Hall: Flexible space for group activities and skill-building sessions.
- c. Family Bonding Area: Cozy space designed for parent-child interactions and group activities.

4. Business Details

Centre Name & Tagline:

"Unplugged Hub" - Where Real Connections Matter

Logo:



Vision & Mission

- Vision: To create a world where children thrive through meaningful human interactions and creative play.
- Mission: To provide innovative, gadget-free spaces that foster creativity, social skills, and family bonding through structured activities and guided play.

Programs Offered

- a. Membership Plans
 - Family Basic: Monthly access to play zones and weekend workshops
 - Family Premium: Unlimited access plus priority booking for special events
 - School Partnership: Customized programs for educational institutions
 - *Corporate Wellness*: Team-building packages for organizations
- b. Core Activities - workshops, arts & crafts, physical activities, puzzle games
- c. Special Programs
 - Weekend Family Challenges: Team-based activities promoting family cooperation
 - Holiday Camps: Multi-day programs during summer breaks
 - Birthday Celebrations: Gadget-free party packages
 - Corporate Retreats: Team-building sessions focused on human connection
- d. Goals
 - Quality Engagement: Promoting hands-on learning and skill development
 - Good Health & Well-being: Encouraging physical activity and mental stimulation

5. Revenue Model

Membership Subscriptions

- a. Basic Plan (₹1000/month):
 - Access to play zones and basic activities
 - Weekly group workshops
 - Monthly family events
- b. Premium Plan (₹2500/month):
 - Unlimited access to all zones
 - Priority booking for events
 - Exclusive weekend workshops
 - Take-home activity kits

Product Sales

- a. Board Game Collection (₹300 - ₹1000):
 - Traditional Indian games
 - Strategy and puzzle games

- Family board games
- b. Activity Kits (₹500 - ₹1500):
 - Arts and crafts supplies
 - DIY project boxes
 - Educational toys and puzzles

Events/Services

- a. Weekend Workshops (₹300 - ₹800 per session/person):
 - Parent-child bonding activities
 - Creative arts sessions
 - Storytelling competitions
 - Book reading sessions
- b. Holiday Programs (₹2,000 - ₹5,000/person):
 - Summer camps
 - Special event celebrations
- c. School/Corporate Partnerships
 - School Programs (₹10,000 - ₹25,000 per month):
 - After-school activity zones
 - Teacher training workshops
 - Corporate Packages (₹15,000 - ₹30,000):
 - Team-building sessions
 - Family day events
 - Employee wellness programs

6. Business Strategy

OKRs (Objectives & Key Results)

- a. Objective 1 - Establish Strong Community Presence

Key Results:

- Engage 1,000 students across 10 schools in Chennai within first 3 months
- Launch 1 permanent No-Gadget Zone center by end of Year 1.

- Achieve 85% positive feedback from participating families

b. Objective 2 - Create Sustainable Revenue Model

Key Results:

- Secure partnerships with 15 schools for after-school programs
- Achieve monthly recurring revenue of ₹3 lakhs through memberships
- Generate 25% of revenue through product sales (activity kits, board games)

Market Research

- Studies show Indian children spend 6+ hours daily on screens
- PM Modi's advocacy for No-Gadget Zones in homes validates market need
- Tamil Nadu's successful Gadget-Free Hour campaign demonstrates community acceptance
- Growing parental concern about gadget dependency creates market opportunity

Competition Strategy

- Focus on structured activities versus passive play centers
- Offer certified instructors for all programs
- Create themed zones (sports, arts, reading) for diverse engagement
- Implement rewards system for consistent participation

Lean Launch Approach

1. Start with pilot center in one Chennai school
2. Test core programs with select student groups
3. Invite parents of those students to join in the no-gadget zone programs as well
4. Give different activities to different student groups and see how each of them respond
5. Gather feedback from those sessions and refine
6. Scale to multiple other schools based on success metrics
7. Start giving out different types of activity kits for free to parents of those students and see how they respond
8. Ask them for feedback and keep refining

7. Minimum Viable Product (MVP)

Prototype: "Be plugged with Unplugged - Kit"

1. Sock Puppet Set

Instructions: Cut small pieces of fabric/socks and glue them into simple animal or character shapes. Add eyes and tiny details with markers.

Why It's Unique: Promotes imaginative play and storytelling.

2. Friendship Bracelet Kit

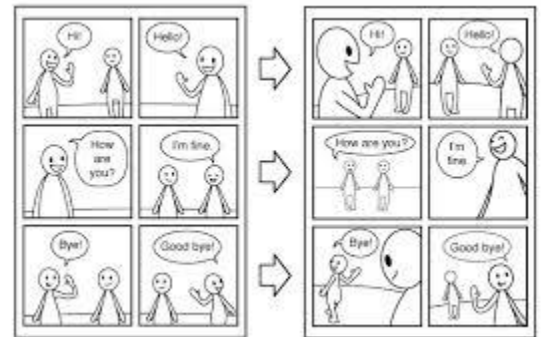
Instructions: Threads and colorful beads will be provided. Kids can make their own friendship bracelets for family or friends.

Why It's Unique: A hands-on craft that encourages social bonding.

3. "Write Your Own Comic" Kit

Instructions: A blank comic strip will be provided. Draw some characters and design your own story.

Why It's Unique: Encourages creative writing and drawing.



4. Pattern-Colouring Book

Instructions: A book filled with intricate and fun patterns will be provided. Kids can use crayons, sketch pens, or colour pencils to bring the designs to life.

Why It's Unique: Enhances focus, creativity, and relaxation while providing a mindful, screen-free activity.

5. Sensory Bag Kit

Instructions: A fabric bag containing different textured objects (e.g., cotton ball, smooth rock, fuzzy pompom, grass).

Why It's Unique: Stimulates curiosity, improves sensory perception

6. Engraving Art Kit

Instructions: A scratchboard art kit where kids use a stylus to reveal a golden image hidden beneath a black-coated surface. The kit includes pre-designed sheets.

Why It's Unique: Provides a tactile and visually exciting experience, allowing kids to create stunning artwork while improving focus and hand-eye coordination.

Pilot Workshop Series

- "Family Game Evening" sessions
- Weekend workshops - *pottery, baking, ceramic, open mics etc*
- Outdoor sports programs
- Parent-child bonding activities

8. Digital Platform Requirements

Website

- Online booking system for sessions
- Resource hub for parents
- Community forum for sharing experiences

Podcast

Weekly podcast episodes featuring traditional game tutorials, and expert content on fostering creativity through unplugged activities.

9. Full Business Plan

Financial Projections

- Setup Costs: ₹ 30 lakhs per center
- Monthly Operating Costs: ₹2-3 lakhs
- Expected Break-Even: 18 months
- Revenue Target: ₹10 lakhs first year

Risks

- Gradual transition programs for tech-dependent kids
- Flexible scheduling options
- Regular parent feedback sessions
- Continuous program innovation

10. Marketing Mix (4Ps)

Product

- Structured no-gadget programs
- Activity kits and materials
- Family workshops
- School partnership programs

Price

- Basic Membership: ₹1,000/month
- Premium Family Plan: ₹2,500/month
- School Programs: ₹10,000 - ₹15,000 /month
- Corporate Packages: Custom pricing

Place

- A permanent No-gadget zone centre
- Schools
- Mall kiosks
- Community center partnerships
- Mobile pop-up zones

Promotion

- School awareness programs
- Podcasts
- Journal
- Posters in schools, colleges, day-care centres
- Parent testimonials
- Collaboration with influencers

11. Floor Plan



12. Bibliography

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