



Rising with KINDNESS

Kanha Shanti Vanam

heartfulness
advancing in love

FRIDAY, AUGUST 12 — SUNDAY, AUGUST 14
HYDERABAD, INDIA

KNOWLEDGE PARTNER



IN ASSOCIATION WITH



AN INVITATION TO COLLABORATE

The Heartfulness Institute happily presents '**Rising With Kindness**', an International Youth Kindness Conference in collaboration with **UNESCO MGIEP and AICTE**. Held from **12th-14th August, 2022** in Kanha Shanti Vanam In Hyderabad, India, this **three-day** conference aligns with the Hon'ble Prime Minister's initiative of **India@75: Azaadi Ka Amrit Mahotsav**. Over **5000+** diverse young adults between ages 18 - 35 are expected to attend this event in-person and **~12000** youth are anticipated to join us virtually from across the world.

The 'Rising With Kindness' event is **free of cost**, and will offer yoga and meditation, music concert, interactive workshops, and more to attendees. All offerings will be aligned to the themes of Kindness for Self, Kindness for Society, and Kindness for Nature.

In collaboration with the Heartfulness Institute, UNESCO MGIEP, and other external partners, we warmly invite your contributions to this event, and commit to extensive brand visibility and customised brand engagement opportunities as gratitude for your support.

	Tier	Contribution	Deliverables
1	Lead Kindness Sponsor (1 Slot)	\$50,000	All deliverables + Plantation
2	Kindness Sponsor (Self, Education, Society)	\$30,000	All online deliverables + Workshop + Speaker Slot + Youth / Employee Engagement
3	Kindness Sponsor (Plantation Drive)	\$22,000	All online deliverables + Workshop + Plantation + Youth / Employee Engagement
4	Kindness Sponsor	\$15,000	All online deliverables + Workshop + Youth / Employee Engagement
5	Media / NGO / Youth Partner/Etc	In-kind	All online deliverables.

NOW MORE THAN EVER, KINDNESS MATTERS!



#KINDNESS
matters

Amidst the chaos and darkness currently plaguing the world, many see hope. When disasters strike -- like a global pandemic or climate change - many immediately see the compassion of humans coming together as one. These acts of kindness are often overshadowed by the darkness of catastrophes; it is time we spotlight these moments of kindness. In these tough times, many of us are also learning how to show kindness to ourselves, through the adoption of wellness practices that help us feel more grounded in our own energy.

'Rising with Kindness' is an opportunity to celebrate these moments of kindness, to continue to foster camaraderie, and to get creative with how we 'self-care'. Join us for an immersive conference experience in Kanha Shanti Vanam, the World Headquarters of the Heartfulness Institute in Hyderabad, India, where we will:

- Spotlight moments of kindness
- Build community with like-minded people from around the world
- Connect with our inner self through meditation, yoga, and a myriad of other wellness practices that can help all of us feel grounded

We have witnessed millions of incredible acts of empathy and compassion that have brought relief, created and strengthened bonds, and helped build lasting solutions as the world accepts its new normal. Together, let's continue that momentum by Rising With Kindness.

DATES	AUGUST 12 — AUGUST 14
VENUE	KANHA SHANTI VANAM HYDERABAD, INDIA
FORMAT	CONFERENCE & CONCERT
ATTENDEES	5,000 - 10,000
AGES	18-35 YEARS OF AGE

Rising with Kindness is an international hybrid event intended for youth delegates to come together and develop a 'Kindness Statement', share kindness stories, showcase their Kindness projects, and learn to organise and scale their impact. All delegates will be offered Certificates of Participation. Full credits will be given to students from Indian universities and colleges. Few select Kindness Champions shall also be invited to join the World Youth Kindness Conference in November in New Delhi, India.

The Rising with Kindness Conference will feature talks and workshops from international thought-leaders in Kindness, celebrity artists and performers, youth influencers, and other inspirational leaders.

CELEBRATING KINDNESS: DELEGATES TO SHARE KINDNESS STORIES



POETRY

MEDITATION

self

YOGA

WELLNESS



Impact Areas

#KINDNESS

matters



EMPATHETIC LEADERSHIP

others

SOCIAL ENTREPRENEURSHIP

HEART-BASED
COMMUNICATION

CIRCULAR ECONOMY

nature

ZERO WASTE

ECO BRICK

CLIMATE ACTIVISM



KINDNESS CONCERT ON DAY 2

As part of the International Youth Kindness Conference, a Kindness Concert featuring world renowned artists will join us to celebrate the Global #KindnessMatters Movement at Kanha Shanti Vanam.

Ricky Kej

2 Time Grammy Award Winner
& UNESCO MGIEP Kindness
Ambassador

Shibani Kashyap

Indian Singer



CONFIRMED SPEAKERS



Daaji,
Global Guide,
Heartfulness



Dr. Anantha
Duraiappah
Director, UNESCO MGIEP



P V Sindhu
World Champion and
Badminton Player



Pullela Gopichand
Chief National Coach,
Indian Badminton Team



Tanya Maniktala
Indian Actor



Dr. Nandini Chatterjee
Expert, Socio-Emotional
Learning



Dr. Veronique Nicolai
Paediatrician,
Heartfulness Yoga &
Meditation Instructor

PROPOSED SPEAKERS (MORE TO BE ANNOUNCED)



Neerja Birla
Educationist & Mental
Health Activist



Shiv Khemka
Philanthropist



Dr. Tejaswini Manogna
Physician & Miss Earth 2019



Akshat Srivastava
Entrepreneur & Educator



Puneeth Lalbhai
Executive Director,
Arvind Ltd



Rajendra Singh
Waterman of India



Vandana Shiva
Environmental Activist

PROGRAMME HIGHLIGHTS

12th August, Friday

DAY 1

Kindness for Oneself

Yoga & Meditation

Musical Interlude

Opening Ceremony

TAGe Kindness Panel Discussion

Workshops

Kanha Exploration

Networking



13th August, Saturday

DAY 2

Kindness for Society

Yoga & Meditation

Keynotes

Kindness for Society Panel Discussion

Workshops

Kindness Concert

Dil Se with Daaji



14th August, Sunday

DAY 3

Kindness for Nature

Yoga & Meditation

Youth Kindness Keynotes

Kindness for Nature Workshop

Kindness Pledge

Plantation



WHO IS THIS EVENT FOR?

This event is open to youth from around the globe between 18 - 35 years old:

- Youth Kindness Ambassadors
- Students from university and college institutions
- Young Corporate Professionals
- Heartfulness Youth Ambassadors
- Heartfulness Youth Trainers and Coaches
- Youth Content Creators, Mental Well-being enthusiasts
- Environment conservation champions

OUTCOMES FOR THE YOUTH

- Kindness practices for ourselves, society, and the environment
- Exposure to wellness practices, such as yoga and meditation, as well as inter-faith dialogues
- Inspiration for personal wellness and sustainable development
- Networking with like-minded youth leaders
- Digital Certificate of Participation
- Many more opportunities with Heartfulness and UNESCO MGIEP

PROGRAMME FEATURES

- Training workshops for youth on social-emotional learning skills and competencies such as empathy, mindfulness, compassion, kindness and critical inquiry through the prism of identity and global issues;
- Generative space consisting of experts panels and TAGe plenary for youth and experts to share and critically engage with the concept of peace through kindness and nonviolence;
- Networking sessions for youth;
- Live collection of 100,000 stories of journey-based kindness and compassion;
- Release of Kindness Statement;
- Kindness Concert with 2-time Grammy Award winner Ricky Kej and Shibani Kashyap

ACCOMMODATION AND AMENITIES



COMMON AREA IN THE DORMITORIES



AC AND NON-AC COMFORT DORMITORIES



EXTERIOR VIEW OF DORMS (5K CAPACITY)

THE EVENT IS OFFERED ON A COMPLIMENTARY BASIS TO ALL YOUTH PASSIONATE ABOUT KINDNESS

The venue for the event 'Kanha Shanti Vanam', the International headquarters of Heartfulness located in Hyderabad, can be thought of as a **'Kindness Laboratory'**



BOOK STORE



CONFERENCE HALL



AUDITORIUM



CAFETERIA

THE VENUE: **AN OASIS OF KINDNESS!** Kanha Shanti Vanam, Hyderabad



The World's Largest Meditation Center



Conference and auditorium center



Green and Blue projects



Where the world meditates



Volunteering at Kanha Shanti Vanam



International Yoga Academy



Many Agritech innovations

THE VENUE: **AN OASIS OF KINDNESS!** Kanha Shanti Vanam, Hyderabad

The Kanha Shanti Vanam campus - officially inaugurated by the President of India, His Excellency Shri Ram Nath Kovind in 2020 - is being developed as a resplendent green space and ex-situ conservation center aimed at creating afforestation in the dry regions of Telangana, where attention has been paid to all natural elements, including soil, water, plantation, bio-diversity etc. Kanha Shanti Vanam is designed to facilitate extensive wellness and spiritual training, as well as mentoring programs promoting personal inner experience and opportunities to learn.

- Wellness Center offering meditation and relaxation techniques
- Originally barren, Kanha now has 900K trees and a nursery of 600K saplings, including 50 rare and endangered species
- A self-sustainable ecosystem, using solar energy, water harvesting, treatment of grey and black water in wetlands, composting, and development of green energy sources, etc.
- Traditional cottage industries, e.g. pottery, essential oils, and Ayurveda products
- Education and training: The Heartfulness Learning Centre - a school with forward-thinking holistic education and an open curriculum;
 - A training center for farmers in sustainable farming methods
- World class infrastructure, including:
 - a. A meditation hall that accommodates 100,000;
 - b. Overnight accommodation for 40,000 people, including a 3-star hotel
 - c. A kitchen providing food for up to 100,000 people



SPONSORSHIP DELIVERABLES

	Online	Offline
1	Feature in Pre and Post event social media campaigns with mentions	Logo feature in the main event backdrop.
2	Mention in conference brochure (Digital)	Mention in the opening and closing ceremonies.
3	Feature in the website along with link to sponsor website	Adverts in the Heartfulness Magazine (600K+ downloads & 10K+ print subscribers) for Tier 1 and 2 Categories
4	Mention in media and press release.	Workshop slot (breakout) on K3 Kindness Theme by Sponsor.
5	Collection of video-bytes from delegates (upon any brand experience provided).	Large Scale Plantation activity of endemic Tree Species credited to the Lead Sponsor / Plantation Partner
6		Sponsor Booths for Tier 1 and Tier 2 Categories

SPONSORSHIP TIERS

	Tier	Contribution	Deliverables
1	Lead Kindness Sponsor (1 Slot)	\$50,000	All online + offline deliverables + Plantation + Booth across 3 days + Full page ad in Heartfulness Magazine (600K+ downloads & 10K+ print subscribers)
2	Kindness Sponsor (Self, Education, Society)	\$30,000	All online deliverables + Workshop + Speaker Slot + Youth / Employee Engagement + Booth across 3 days + Full page ad in Heartfulness Magazine (600K+ downloads & 10K+ print subscribers)
3	Kindness Sponsor (Plantation Drive)	\$22,000	All online deliverables + Workshop + Plantation + Youth / Employee Engagement
4	Kindness Sponsor	\$15,000	All online deliverables + Workshop + Youth / Employee Engagement
5	Media / NGO / Youth Partner/Etc	In-kind	All online deliverables.

ABOUT THE ORGANISER



The Heartfulness Institute is a global non-profit organization that teaches meditation to millions of people across 130 countries. The Heartfulness practice has thousands of trainers located across the world and is offered free of charge to all practitioners.

To learn more, visit: www.heartfulness.org

ABOUT OUR KNOWLEDGE PARTNER

The Mahatma Gandhi Institute of Education for Peace and Sustainable Development is an integral part of UNESCO, and the organisation's specialist institute on education for peace and sustainable development to foster global citizenship.

UNESCO MGIEP focuses on achieving the UN Sustainable Development Goal 4.7 towards education for building peaceful and sustainable societies across the world by developing programmes that promote socio-emotional learning, innovate digital pedagogies and empower the youth.





Follow us on website and social media to stay updated on the speakers!

www.heartfulness.org/kindness

@heartfulness and @unesco_mgiep on various social media channels