





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

KNOWLEDGE PARTNER



IN ASSOCIATION WITH



INTERNATIONAL RWK YOUTH CONFERENCE

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!





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











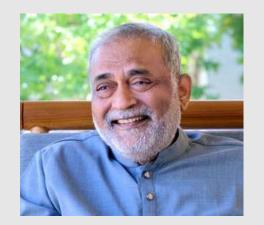
KINDNESS CONCERT ON DAY 2

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.



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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 St. Saturday

Angust, Friday

DAY 1

Kindness for Oneself

Yoga & Meditation

Musical Interlude

Opening Ceremony

TAGe Kindness Panel Discussion

Workshops

Kanha Exploration

Networking

Kindness for Society

Yoga & Meditation

Keynotes

Kindness for Society Panel Discussion

Workshops

Kindness Concert

Dil Se with Daaji

14th August, Sunda DAY 3

Kindness for Nature

Yoga & Meditation

Youth Kindness Keynotes

Kindness for Nature Workshop

Kindness Pledge

Plantation



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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

CUTCOMES 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

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ACCOMODATION 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





BOOK STORE CONFERENCE HALL AUDITORIUM CAFETARIA

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THE VENUE:

AN CASIS OF KINDNESS! Kanha Shanti Vanam, Hyderabad



The World's Largest Meditation Center







Where the world meditates



International Yoga Academy



Green and Blue projects



Volunteering at Kanha Shanti Vanam



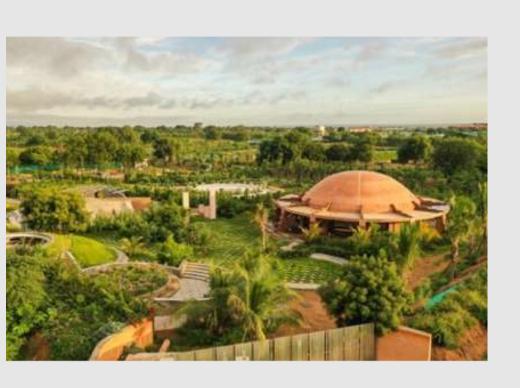
Many Agritech innovations

THE VENUE:

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AN GASIS 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



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ABOUT THE GRGANISER



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 GUR KNGWLEDGE 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.

