LUCKNOW'S HAPPINESS EVENT

THE NEXT HUMAN

A brighter future begins within.

Help young minds grow.
Bring families together.
Make care possible.

SAVITRI

NAVYUG KI BHAGWAT

21-25 December 2026
Daily, 5-7 PM

Jaipuria Institute of
Management Auditorium
Gomti Nagar, Lucknow



ONE PARTNERSHIP. THREE CONNECTED POSSIBILITIES.

10,000+
Students targeted
across 10 leading schools

21,000
Sponsored consultations
our continuing care goal

5 days
Dialogue, discovery
and community connection

₹35 lakh campaign target • 20 sponsor positions • 60% care / up to 40% event & outreach

THE SCALE. THE PURPOSE. YOUR PLACE.

One partnership.
Five ways to make it matter.



10,000+

school children

Class-wise learning across 10 leading Lucknow schools.

Your benefit: reach families through meaningful learning.



21 + 1

student champions + school

Three students per class, Classes 6-12; one school award.

Your benefit: acknowledgement on certificates and trophies.



21,000

consultations to be funded

5 December 2026-21 February 2027; audio or video.

Your benefit: a mobile update after each funded consultation.



5 days

Savitri dialogue in Lucknow

21-25 December 2026, 5-7 PM, Jaipuria Institute.

Your benefit: event, print and five-day LED-screen presence.



11

Next Human honours

Exemplary lives of karmayoga, achievement and service.

Your benefit: association with inspiring stories of contribution.

Programme commitments and outreach targets. Recognition follows assessment; branding is agreed by tier. Audience figures are not additive unique reach.

WHY THIS MATTERS

Achievement needs direction.

The Next Human connects knowledge with awareness, and personal growth with responsibility for others.



School outreach at Seth M. R. Jaipuria School, Lucknow. Photograph supplied by the organiser.

01 / THE INDIVIDUAL

Learn to notice.

Practise observation, inquiry, concentration, creativity and self-awareness through questions and everyday situations.

02 / THE COMMUNITY

Learn to care.

Connect children, parents, educators and elders through reflection, Integral Health and meaningful service.

School participation is already taking shape.

The organiser confirms participation by Seth M. R. Jaipuria School, Lucknow and Sanskriti School. The Level 1 school round has begun. The citywide goal remains 10,000+ students across 10 schools.

SAVITRI - NAVYUG KI BHAGWAT

Five evenings. A wider view of life.

21-25 DECEMBER 2026 | DAILY, 5-7 PM

Jaipuria Institute of Management Auditorium
Vineet Khand, Gomti Nagar, Lucknow



GUIDING THE FIVE-DAY DIALOGUE

Dr. Ashwinbhai Kapadia

Sadhak • 500+ weekly Savitri talks
Former Vice Chancellor, South Gujarat University

Explore Sri Aurobindo's Savitri through attention, love, courage and the possibility of a more conscious life.

21 DECEMBER	**Awakening** What is waiting to awaken within us?
22 DECEMBER	**The Divine Call** How do we recognise a deeper direction in life?
23 DECEMBER	**Immortal Love** How can love become strength in difficult times?
24 DECEMBER	**The Fearless Soul** Where does courage come from when life feels uncertain?
25 DECEMBER	**A New Age** How do we begin building a better tomorrow?

Open to people across generations. Programme details and participation guidance are available on the event website.

A CITYWIDE INVITATION TO YOUNG MINDS

One question can change everything.

A school championship that brings knowledge, reasoning, culture and conscious choices into the same conversation.

10,000+
school children

10
leading Lucknow schools

6-12
participating classes

Outreach target, not an achieved participation count. Level 1 has begun; two schools have confirmed participation.

LEVEL 1

Discover your strengths.

Class-wise booklets invite students to reflect with their families. Teachers shortlist up to 10 entries per class across all sections, using the published criteria.

LEVEL 2

Think beyond the obvious.

Shortlisted students enter the city-level round. Three champions in each class from 6 to 12: 21 student champions in all. Assessment rules are shared before the round.

WHAT THE CHALLENGE SEEKS TO NURTURE

Curiosity. Clarity. Creativity. Concentration. Care. Responsibility.

Students are recognised within appropriate groups. The aim is holistic learning and thoughtful action, not a claim to certify a child's IQ or personal worth.

FOR THOSE WHO GROW - AND THOSE WHO NURTURE THEM

Achievement worth celebrating.



Illustrative trophy and title-sponsor placement. Final fabrication and recipient details will follow selection.

21 STUDENT CHAMPIONS

Potential recognised.

Three students per class, Classes 6-12. Trophies and certificates celebrate the championship outcome.

ONE NEXT HUMAN SCHOOL

A school that inspires.

One Lucknow school recognised through the combined performance of its participating students.

11 NEXT HUMAN HONOURS

Lives of karmayoga. Heights of achievement.

Honouring eleven individuals whose exemplary work, life achievements and contribution to society embody the path of karmayoga.

Honours are separate from student awards. Sponsorship does not influence selection; no cash prizes are offered.

MORE THAN FIVE DAYS

A journey people can return to.

A continuing platform gives your partnership a purpose beyond a single evening or a single banner.

01

11 WEEKS

Jeevan Prayog

Weekly dialogue on eleven themes of Savitri, supported by questionnaires and small practices that connect reflection with daily life.

02

A DAILY BEGINNING

The Next Human app

Next Question, Next Knowledge and the Challenge support age-appropriate learning, points and progress. Next Health and Next Seva connect the wider journey with care.

03

SHORT, ACCESSIBLE READING

Savitri in Shorts

Canto-wise Hindi summaries on the website help participants keep reading, asking and discovering between sessions.

04

LIVES THAT OFFER DIRECTION

Next Human Talks & recognition

Proposed conversations with eminent personalities for students and youth, alongside recognition of eleven contributors whose sadhana, karmayoga and service have benefited society.

05

A LONGER HORIZON

Schools, colleges & communities

Proposals for Chetna Mandir, integral education and consciousness-based leadership seek to take these ideas into institutional life.

Explore the programme and download the app →

BE PRESENT WHERE THE CONVERSATION GROWS

Schools. Families. Lucknow.

An outreach programme designed to connect classroom participation, family conversations and community gatherings.

10,000+	**Students targeted** Across 10 leading Lucknow schools; Classes 6-12.
50,000	**Pamphlets planned** Household outreach with agreed partner acknowledgement.
2,000	**Hand-delivered invitations** Personal outreach to families, professionals and institutions.
20	**Large-format banners** Planned in Gomti Nagar, subject to sites and permissions.
10 / 1,000	**Community meetings / attendances** Planned RWA, NGO and social-organisation outreach.
2,000	**Event participation target** Across the five days; not simultaneous seating or confirmed registrations.

A VISIBLE, RESPECTFUL PARTNERSHIP

School and event banners • approved print materials • website partner panels • forthcoming session creatives • souvenir acknowledgement

All numerical reach figures on this page are plans or targets, not achieved reach. Audiences overlap; these quantities must not be added into a unique-person total. Placement depends on the agreement, host consent and production deadlines.

MEANINGFUL ASSOCIATION. MEASURABLE DELIVERY.

A partnership with a human story.

01 / RECOGNITION

A visible place

Agreed logo and name placement across campaign, school-outreach and event materials, including agreed LED-screen and certificate placements.

02 / CONNECTION

A shared purpose

Connect with families, educators and professionals around learning, wellbeing and thoughtful living.

03 / PARTICIPATION

An on-ground presence

Limited exhibition opportunities, with one stall included for the title sponsor and optional paid stalls for other partners.

04 / ACCOUNTABILITY

A story backed by evidence

Delivery photographs, available campaign metrics, funded-consultation updates and aggregate utilisation reporting.

THE COMMUNICATION PLAN

75,000+ WhatsApp recipient contacts

50,000+ planned pre-event contacts: 1,000+ daily, 1 November-20 December. Plus 25,000 during the event: 5,000 daily, 21-25 December. Contacts can repeat; these are not unique recipients.

Five days of radio announcements

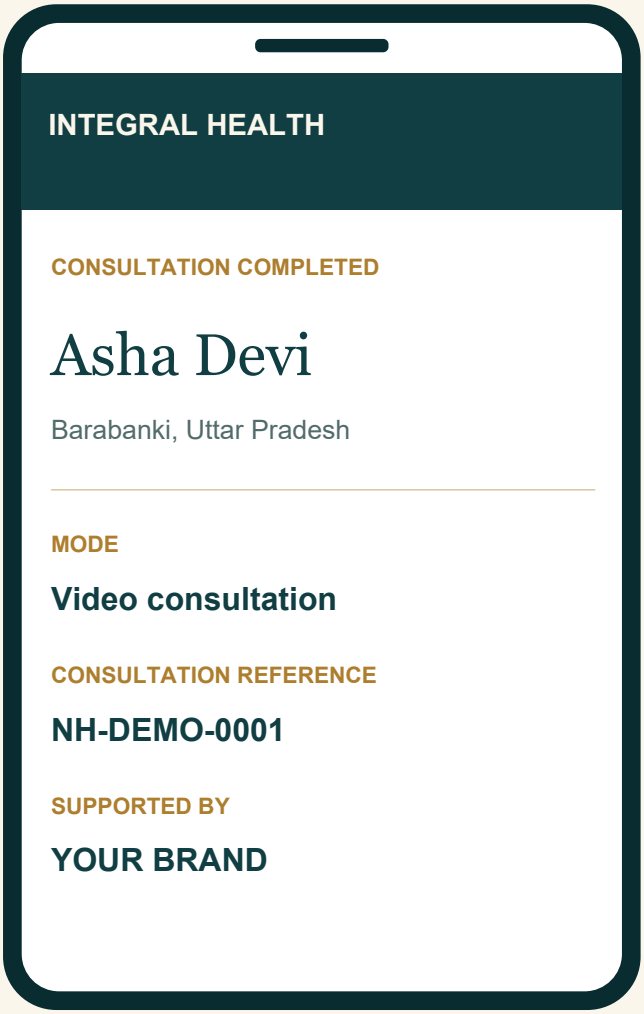
Planned for 21-25 December. Station, spot count and on-air naming will follow confirmed bookings. Digital media carries an aspirational 50 lakh-view stretch target; the ₹1,000/day pre-event budget does not guarantee that reach.

Recognition does not confer access to private records, editorial control, school endorsement or guaranteed sales. App sponsorship formats require separate agreement and age-appropriate implementation.

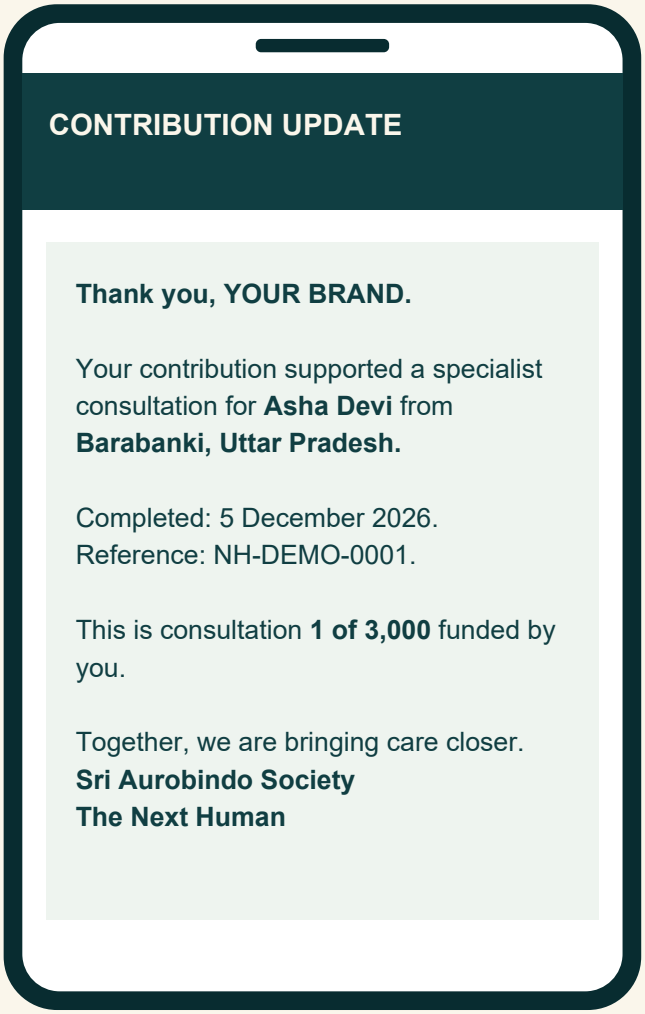
21,000 CONSULTATIONS / 5 DEC 2026-21 FEB 2027

See the care you make possible.

After every completed sponsored consultation, the contributor receives a mobile update linked to their funded-consultation count.



CONSULTATION RECORD



PROPOSED MOBILE MESSAGE

One completed consultation. One visible act of care.

₹100 from the care fund = one consultation credit. Audio or video; each follow-up uses another credit. Any fee above ₹100 is covered by the service partner.

Illustrative UI and message, not a live patient record. Name, location and reference are fictional. Identifiable updates require patient consent; otherwise an anonymous reference and permitted broad location are used. No diagnosis or prescription is shared with sponsors.

VISIBLE THROUGH ALL FIVE EVENT DAYS

On the street. At the gathering.

Digital-screen branding planned for 21-25 December 2026, alongside banners and agreed venue visibility.



ILLUSTRATIVE SPONSOR PLACEMENT

Illustrative street LED installation. Actual sites, permissions, screen sizes and rotation frequency will be confirmed.

STAGE / BACKDROP EXAMPLE

SAVITRI
Navyug Ki Bhagwat

PRESENTED BY YOUR BRAND

WELCOME / BANNER EXAMPLE

Welcome to a
more conscious tomorrow.

YOUR BRAND

Title sponsor: largest agreed sponsor name and “Presented by” treatment. Other tiers receive proportionate partner-panel placement. Examples show design intent, not installed inventory or confirmed media bookings.

PRINT. RECOGNITION. DIGITAL CONTINUITY.

Beyond a passing impression.

Agreed branding carries through the materials people take home, share and return to.

THE NEXT HUMAN

SAVITRI

Navyug Ki Bhagwat



21-25 December 2026
5-7 PM daily
Jaipuria Institute of Management
Auditorium, Lucknow

PRESENTED BY YOUR BRAND

PAMPHLET / INVITATION

THE NEXT HUMAN

Certificate of Participation

STUDENT NAME

For curiosity, learning and thoughtful participation
in The Next Human Challenge, Lucknow 2026.

PRESENTED BY YOUR BRAND

STUDENT CERTIFICATE

Recognition on certificates brings your support into a student's achievement story. The award remains independently assessed.

WEBSITE PARTNER FEATURE

YOUR BRAND

Helping learning and care reach further.

SOCIAL / SESSION CREATIVE

With gratitude to YOUR BRAND

An agreed partner acknowledgement.

50,000 pamphlets • 2,000 invitations: planned distribution
Certificates • website • agreed social and session creatives

Design mockups. Quantity, distribution, certificate format, logo hierarchy and media scope are confirmed in the signed deliverables schedule; no private contact lists are transferred.

20 SPONSORS. ONE SHARED COMMITMENT.

₹35 lakh. A clear purpose.

60% for care. Up to 40% for the event and outreach. Consultation capacity is calculated from the care allocation at ₹100 per consultation.

60% | ₹21 lakh
21,000 consultation credits

40% | ₹14 lakh
Maximum event allocation

Partnership	Contribution per sponsor	Slots	Care allocation per sponsor	Consultations per sponsor
Title Sponsor	₹5,00,000	1	₹3,00,000	3,000
Principal Partner	₹3,00,000	2	₹1,80,000	1,800
Associate Partner	₹2,00,000	7	₹1,20,000	1,200
Supporting Partner	₹1,00,000	10	₹60,000	600
TOTAL	₹35,00,000	20	₹21,00,000	21,000

Your contribution supports care and the platform that brings people together.

The event estimate remains ₹10-11 lakh. The ₹14 lakh event/outreach allocation is a ceiling, not a spending target. Any balance and its approved use will be disclosed in the final accounts.

Figures assume all 20 sponsorship positions are filled. Allocations apply to programme contributions excluding any tax collected for remittance. Exhibition charges are separate.

CHOOSE THE ASSOCIATION THAT FITS YOUR BRAND

Clear visibility. Limited positions.

TITLE SPONSOR

One exclusive title position

“Presented by” naming; largest agreed sponsor placement; trophy-base acknowledgement; dedicated feature; one stall included.

PRINCIPAL PARTNER

Prominent second-tier recognition

Prominent logo placement, named recognition in partner communications and dedicated acknowledgement.

ASSOCIATE PARTNER

A visible campaign partnership

Logo in the agreed partner panel across campaign and venue material, named website listing and grouped acknowledgement.

SUPPORTING PARTNER

Part of a purposeful collective

Logo in the supporting-partner panel, website listing and grouped acknowledgement.

PARTNER PAVILION / MAXIMUM FIVE STALLS

Included	₹25,000	₹50,000
Title sponsor: one stall	Other sponsors: add-on	Standalone exhibitor

Five-event-day exhibition opportunity. The title stall counts within the five-stall limit.

Exact branding inventory, sizes, school permissions, display periods and artwork deadlines will be confirmed in writing. Stall facilities, availability, applicable taxes and exhibition terms require separate confirmation. Sponsorship does not buy a speaking slot or an award.

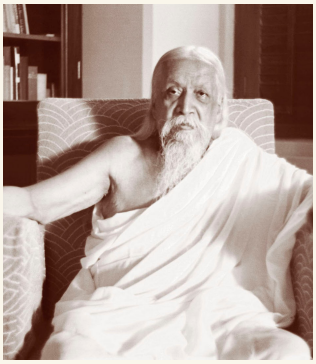
ROOTED IN A LIVING TRADITION

Sri Aurobindo Society

Organised by the Gomti Nagar Centre, Lucknow; inspired by The Mother and Sri Aurobindo.



The Mother



Sri Aurobindo

The Society was founded by The Mother in 1960. Its work connects spiritual aspiration with education, social action and human development.

Gomti Nagar Centre
4/668, Vijayant Khand
Gomti Nagar, Lucknow 226010





Society meeting and community activity. Photographs supplied by the organiser.

A HISTORY OF PARTICIPATION - WITH DATED EVIDENCE

The October outreach record reported approximately 4,000 people reached weekly and 700 offline forms. The verified online snapshot dated 27 October recorded 141 submissions from weekly and meeting questionnaires. These are historical measures, not current totals or distinct audience counts.

Official Society documents & registrations →

National branches & centres directory →

Public evidence pack & event record →

Public records support due diligence. Current local collection authority and receipt arrangements should accompany the written sponsorship confirmation.

LEARNING. INNER GROWTH. CARE.

Help shape what comes next.

INTEGRAL HEALTH / 21,000 CONSULTATIONS

Delivery window: **5 December 2026-21 February 2027**. Sponsored audio/video consultations span specialties within the agreed service. Each follow-up uses a separate ₹100 credit. Any doctor fee above ₹100 is covered by the service partner under the agreed arrangement.

This is a consultation target, not a unique-patient count. Clinical suitability and availability apply; medicines, tests and emergency care are not included.

A CLEAR AGREEMENT. A USEFUL REPORT.

Confirm: tier, authorised beneficiary, deliverables, artwork deadlines, receipt/invoice, taxes, cancellation terms and any stall arrangements.

Payment: 50% advance against written confirmation; balance by **1 December 2026**. For later bookings, agree payment and remaining deliverables in writing.

Reporting: delivered-branding photographs, available campaign metrics, participation totals, an update after each funded consultation and aggregate care utilisation.

No automatic tax deduction or CSR eligibility is represented. Sponsorship does not grant access to private student, attendee or patient records.

LET US BUILD YOUR PARTNERSHIP

Rajendra Kumar Singh

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Uttar Pradesh & Uttarakhand

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Explore partnerships

saslucknow.in/next-human/sponsorship