

**EHSAAS**  
hands that heal



**SNACK TIME**

**JANUARY –  
MARCH 2027**

# **EHSAAS 2027**

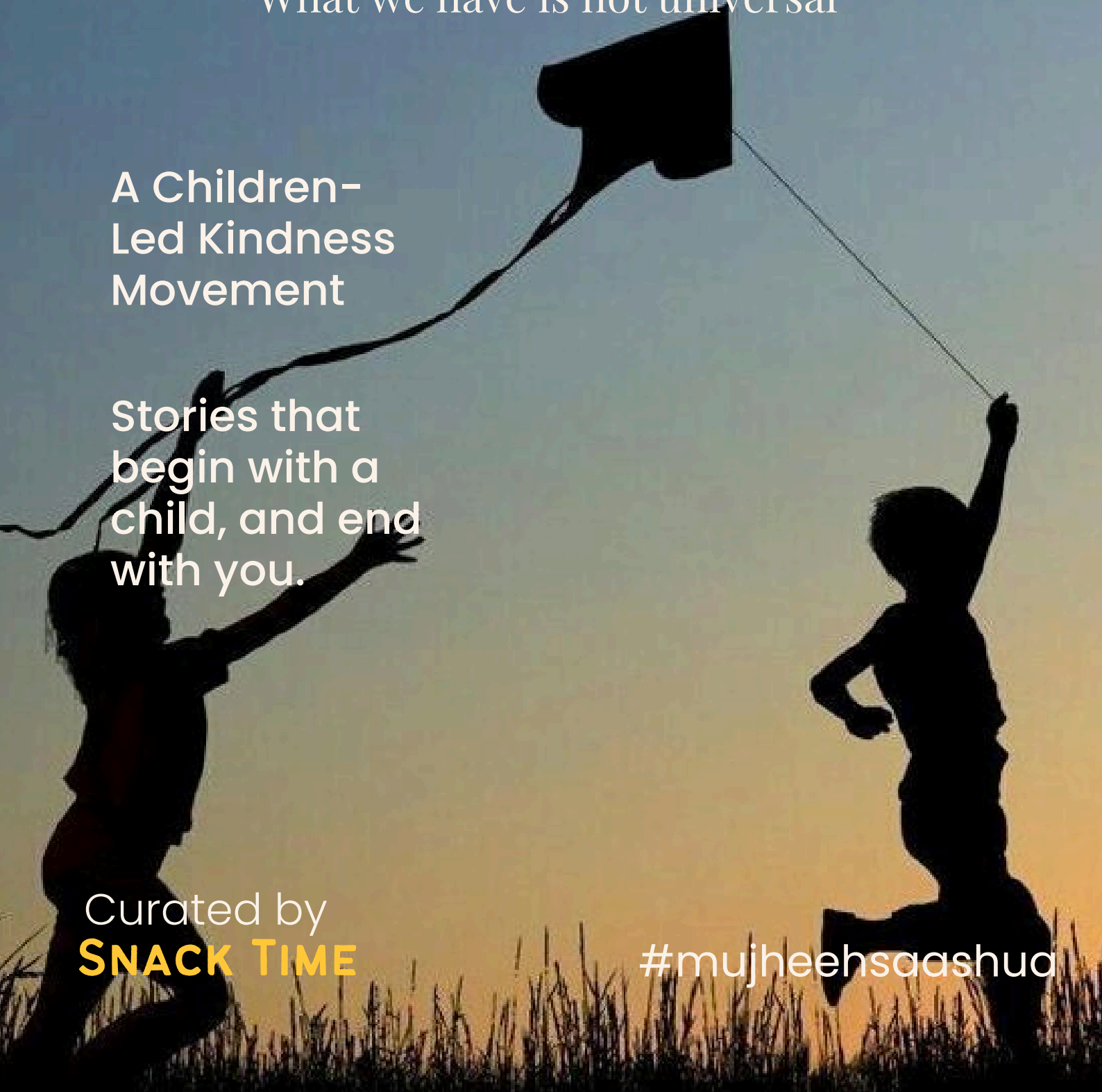
“What we have is not universal”

A Children-  
Led Kindness  
Movement

Stories that  
begin with a  
child, and end  
with you.

Curated by  
**SNACK TIME**

**#mujheehsaashua**



# Somewhere, a child is deciding whether to hold on... or let go.

Ehsaas begins in that moment, when something once loved is held a little longer, questioned, and slowly chosen to be shared. What feels like a small, personal decision becomes something more, as families engage, conversations unfold, and awareness begins to take shape. Built on the belief that what we have is not universal, Ehsaas is a children-led movement that creates opportunities to experience empathy through giving, learning, and shared interactions. What starts within a home grows across the city, inviting individuals and communities to become part of a collective understanding that stays long after the moment has passed.



# EHSAAS



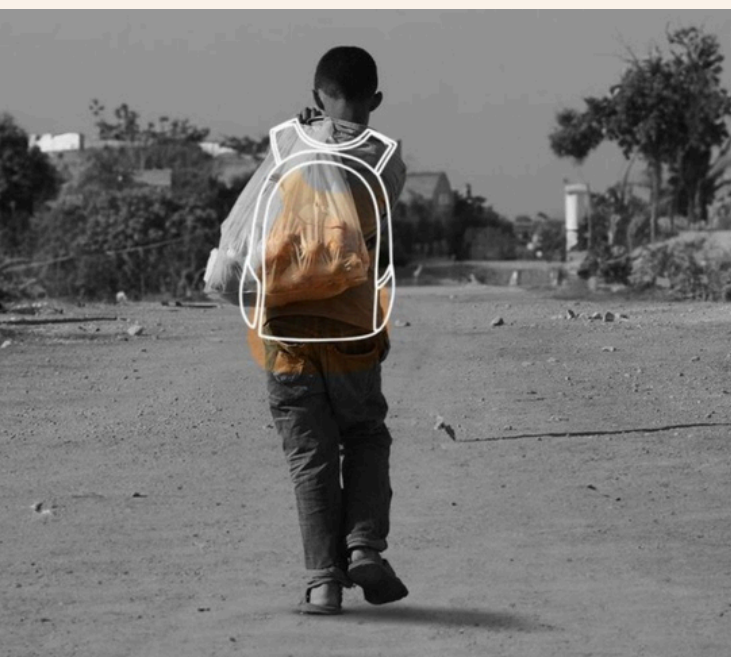
## WHAT IS EHSAAS?

Ehsaas is a children-led kindness movement that creates structured opportunities for children to engage with empathy through action. It brings together giving, learning, and shared experiences across homes, schools, and community spaces, allowing children to participate in decisions that shape how they understand value, access, and responsibility. Designed as a multi-layered initiative, Ehsaas moves from individual moments of choice to collective participation across the city.



## WHY EHSAAS LIVES?

Childhood is often shaped by the environments children grow up in, what they have access to, what they are exposed to, and what they come to see as normal. While some grow up with abundance, others navigate limitations in resources, opportunities, and expression. This gap is not only material, but experiential. Ehsaas exists to reduce this distance by creating moments where children can step outside their own context, reflect on it, and engage with the idea of sharing in a way that is intentional and personal.



# IMPACT REPORT 2026

Ehsaas 2026 began as a simple initiative rooted in the idea that what we have is not universal, and that awareness of this can be shaped early through participation rather than instruction. What started with a few kindness boxes placed across accessible community spaces in Mumbai gradually evolved into a larger, city-wide movement. As more individuals and families engaged with the initiative, the number of locations expanded, allowing the drive to reach a wider audience and encourage more people to take part in a shared act of giving. Over the course of the month, these spaces became quiet points of reflection, where contributions were not just items, but decisions made with intent. Through this process, the initiative moved beyond donation and began to build a sense of involvement across different parts of the city.

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A significant part of Ehsaas 2026 was the inclusion of a classical arts workshop, where 41 children were introduced to Kathak as a form of storytelling and self-expression. This experience created a space for discipline, confidence, and cultural engagement, allowing children to explore movement and narrative in a structured yet open environment. The initiative concluded with a large-scale hamper distribution, where 300 Hampers were assembled through contributions from community members and partners. These Hampers were carefully put together by volunteers, team members, and participating children, ensuring that the process remained participatory at every stage. The final distribution reached 300 children, completing a full cycle that began with individual contributions and ended with shared impact.

Ehsaas 2026 was made possible through the collective effort of community spaces, families, volunteers, and partner organisations who came together to support and enable the initiative. What emerged from this collaboration was not only a measurable outcome in terms of numbers, but a model of engagement that demonstrated how participation can be both simple and meaningful when designed with intention. The initiative showed that when children are given the opportunity to make decisions, reflect, and act, they are capable of engaging with empathy in ways that are thoughtful and lasting. This foundation now sets the direction for future iterations, where the focus remains on expanding reach while preserving the core idea that small, intentional actions can lead to meaningful change.



# EHSAAS LOOKBACK

Introducing Ehsaas 2026, a thoughtfully designed kindness movement that engaged communities through participation, reflection, and meaningful acts of sharing. Built on intention, it transformed simple actions into lasting impact.



## Kindness Drive

Executed across 9 host locations on the Western line of Mumbai, this drive enabled accessible, city-wide participation through simple acts of giving.



## Kindness Day

Conducted with 20 children at GLC, this experience encouraged reflection, participation, and early understanding of empathy through guided interaction.



## Kathak Kala Shibir

Designed for 41 children from Prerana Foundation, this workshop introduced discipline, expression, and storytelling through classical dance.



## Hamper Distribution Day

Successfully assembled and distributed 300 hampers, completing the cycle of contribution through a collective, hands-on effort by children and volunteers.

A background image showing children playing cricket on a dirt field during sunset. The scene is dimly lit with a warm orange glow. In the foreground, a child is seen from behind, holding a cricket bat. Other children are scattered across the field in the background.

**“What we hold on to teaches us comfort, but what we choose to share teaches us who we can become.”**

Ehsaas 2026 showed us that empathy cannot be taught through instruction alone; it must be experienced through small, personal decisions. When children are given the space to choose, reflect, and participate, their understanding of sharing becomes more intentional and meaningful.

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What stood out most was the role of involvement. Parents, spaces, and communities were not just contributors, but active participants in the process. The act of giving was often preceded by hesitation, conversation, and thought — and it was within these moments that real awareness was formed. The simplicity of the model allowed it to grow organically, with more people choosing to engage not because they were asked to, but because they connected with the idea.

Somewhere between holding on and letting go, a child begins to understand that what they have can mean something to someone else.



# EHSAAS 2027

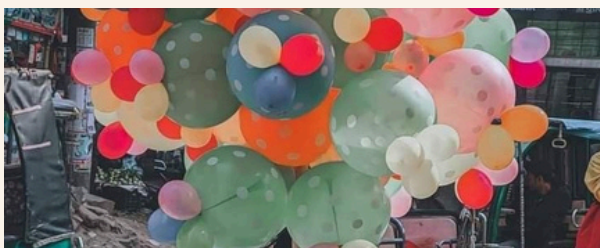
because being  
*kind never ends*

**“CHILDREN MUST BE  
TAUGHT HOW TO THINK,  
NOT WHAT TO THINK.”**

MARGARET MEAD



Ehsaas 2027 envisions a connected ecosystem where children learn empathy through real experiences, bridging the gap between different realities of childhood across communities.



### ✦ Kindness Drive

A city-wide initiative designed to enable meaningful participation through thoughtfully placed kindness boxes across premium community spaces. It transforms everyday environments into touchpoints of reflection, encouraging conscious giving at scale.

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### ✦ Life Skill Program

An immersive, experience-led program focused on building emotional intelligence, resilience, and self-expression among children. Through thoughtfully designed sessions, it bridges learning with real-world understanding and personal growth.



## EHSAAS 2027

### ✦ Art Workshop

A culturally rooted experience that introduces children to the discipline and storytelling of classical and creative arts. It offers a platform for expression while fostering confidence, focus, and appreciation for artistic traditions.

### ✦ Gala Dinner

A thoughtfully curated evening bringing together parents, partners, and supporters through storytelling, performances, and shared dialogue. It serves as a key moment of engagement, aligning community intent with meaningful contribution.

### ✦ Hamper Day!

A large-scale, collaborative experience where collected contributions and products sponsored by collaborators are transformed into thoughtfully curated hampers for children. It completes the journey of participation by bringing together creation, connection, and direct impact.

Ehsaas 2027 builds on a simple yet powerful realization—that what we have is not universal, and that awareness can be shaped early when children are given the space to experience it. As the movement grows, it expands across Mumbai through more kindness boxes, deeper institutional engagement, and thoughtfully designed experiences that allow children and families to participate in meaningful ways. This phase focuses on creating a more connected ecosystem, where participation moves beyond isolated acts into a continuous journey. With increased touchpoints across the city, more children will not only contribute, but also reflect, express, and understand their role within a larger community.

The initiative will bring together multiple experiences—from life skill programs to creative workshops and shared gatherings—each designed to deepen engagement and make empathy something that is felt rather than explained. Every layer of the movement will work together to build a sense of connection that extends beyond the moment.

As the scale of participation increases, the process of collecting, creating, and distributing will evolve into a more seamless and intentional system. From the decision to give to the moment it reaches another child, every step will carry meaning and reinforce the purpose of the initiative.

At its core, Ehsaas 2027 is about growing with awareness. It is about building a movement that expands across the city while staying rooted in small, honest decisions—where children are not told what to feel, but are given the space to discover empathy for themselves.



# WHY PARTNER WITH US

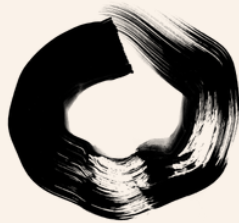
## YOUR CHANCE TO BE THE CHANGE

Partnering with Ehsaas 2027 is an opportunity to be part of a movement that goes beyond visibility and creates meaningful, on-ground impact. It brings together children, families, and communities through thoughtfully designed experiences that encourage participation, reflection, and shared responsibility, allowing brands to engage with purpose in an authentic and lasting way.

Through this association, your brand becomes part of a city-wide initiative that is built on intention and human connection. With multiple touchpoints across Mumbai—from kindness boxes and institutional engagements to curated events and final distribution—your presence is integrated into real moments of interaction, ensuring that visibility is not only seen, but felt.

Ehsaas offers a platform where brand alignment goes beyond traditional sponsorship and translates into meaningful contribution. By supporting experiences that shape awareness and empathy in children, your brand positions itself within a narrative that is relevant, responsible, and deeply human—creating impact that extends beyond the duration of the initiative and stays with the community it reaches.

# 2026 PARTNERS



DOT LINE SPACE®



Because they chose to be part of it, someone else could experience something more.



# How to contribute

Collaborating with Ehsaas 2027 is designed to be seamless, flexible, and aligned with your brand's strengths, allowing partners to engage across multiple touchpoints, whether through sponsorship, product contributions, experience enablement, or space partnerships.

Our team works closely with each collaborator to identify the most relevant form of association, ensuring that the partnership feels authentic, purposeful, and impactful while integrating meaningfully into both the on-ground and digital journey, creating value for the community as well as the brand.

## 01 Title Partner

Lead the movement with top-tier visibility across all initiatives, platforms, and communications. Your brand becomes synonymous with Ehsaas, driving both impact and narrative at scale.

## 02 Initiative Partner

Own a specific vertical such as Kindness Drive, Life Skills, or Hamper Distribution. Gain focused visibility through deep integration within one core experience.

## 03 Product Partner

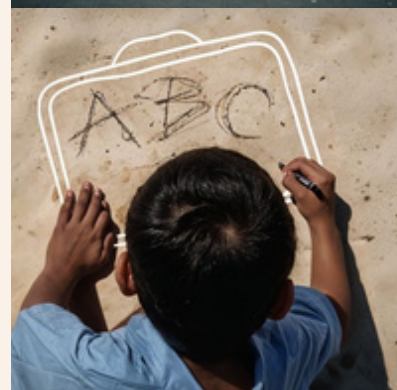
Contribute products that become part of curated hampers or on-ground experiences. Your offering reaches children directly through meaningful and purposeful usage.

## 04 Experience Partner

Enable workshops, performances, or engagement formats through expertise or resources. Position your brand within moments of learning, expression, and interaction.

## 05 Community & Space Partner

Provide venues or institutional access to host key activities and experiences. Help expand the reach of Ehsaas by becoming a physical touchpoint for participation.





## AKANSHA & URVASHII

WOMEN BEHIND EHSAA S

We would be glad to explore how your brand or organisation can become a part of Ehsaas 2027.

Whether through partnerships, contributions, or collaborative experiences, our team is available to guide you through the process and identify the most meaningful way to work together.

For collaborations, sponsorship opportunities, or any further information, please feel free to connect with us.

Snack Time Team

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Mumbai, India



*Thank you!*

Thank you for taking the time to engage with Ehsaas. What you've just explored is not just an initiative, but a growing movement shaped by small, thoughtful decisions, by children, families, and communities choosing to participate with intention.

We hope this resonates with you, and that you find a way to be a part of this journey.

**#mujheehsaashua**

Ehsaas begins with one decision and grows from there.