Don’t let the rivers run dry

This free month-long initiative by the Isha Foundation has found resonance amongst the youth in our city, who are supporting it in a big way.

If you cared to take a moment off from your phone screen while walking past the streets on Friday, it is unlikely to have missed a bunch of proactive youngsters making waves through silence. Rally for Rivers, a month-long initiative, by Isha Foundation headed by Sadhguru, kick started on September 1, across various locations in Bengaluru – with concerned citizens holding placards to raise awareness about the harrowing conditions of the major rivers across the country. The morning protest, which was a day long activity to bring forth the idea about how imperative it is to save rivers and how a difference could be brought about through just a missed call, has garnered much talk in the city. We find out more from active members...

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Enthusiastic how the activity was conjured up to stir immediate awareness, Shajan Samuel, a management professional and social worker states, "I had no idea that our rivers Ganga, Narmada, Krishna and Godavari are depleting and are the primary sources of consumable water. I also had no idea that by the year 2030, we will have less than 50 per cent of the water we need to survive. I held a placard and stood for an hour between 9-10 am at the Sony world signal in Koramangala. The idea was to get more people to take note, and understand how important it is for us as a community to take charge."

Sruthi Hariharan, Sandalwood actress stated on her official Instagram account "When the river goes dry, we will realise the worth of water... But why wait until then to do something...I look at this as an opportunity; an opportunity for us to come together as a community and drive effective execution of a policy, downward-up."

Mohit Punia, a senior game designer, who participated at the rally with his wife and their three-year-old daughter points out, "We arrived at the spot at 8 am, and took the sign board and pamphlets. Initially it was just me holding the sign. People were resistant interacting with me, but they were comfortable interacting with my wife and daughter. In no time all pamphlets were gone, people stopped to make the call. This activity has convinced us that clarity and conscious efforts can bring about herculean changes."

Sridevi Chinnasamy, a city-based software professional concludes by stating, "This (campaign) is one of the most beautiful experiences, as it facilitates fresh thought literally on the middle of the road!"

The rally with Sadhguru will take place in Bengaluru on September 8.

Sonal Chauhan