



Facts about Water in India



DID YOU KNOW THAT OUR RIVERS ARE DYING?

Perennial rivers are turning seasonal; many tributaries have vanished

- > Godavari went dry at its source in 2016
- > According to WWF Ganga is one of the world's most endangered rivers
- > Kaveri and Narmada have shrunk by 40–60%

How can we save our rivers?

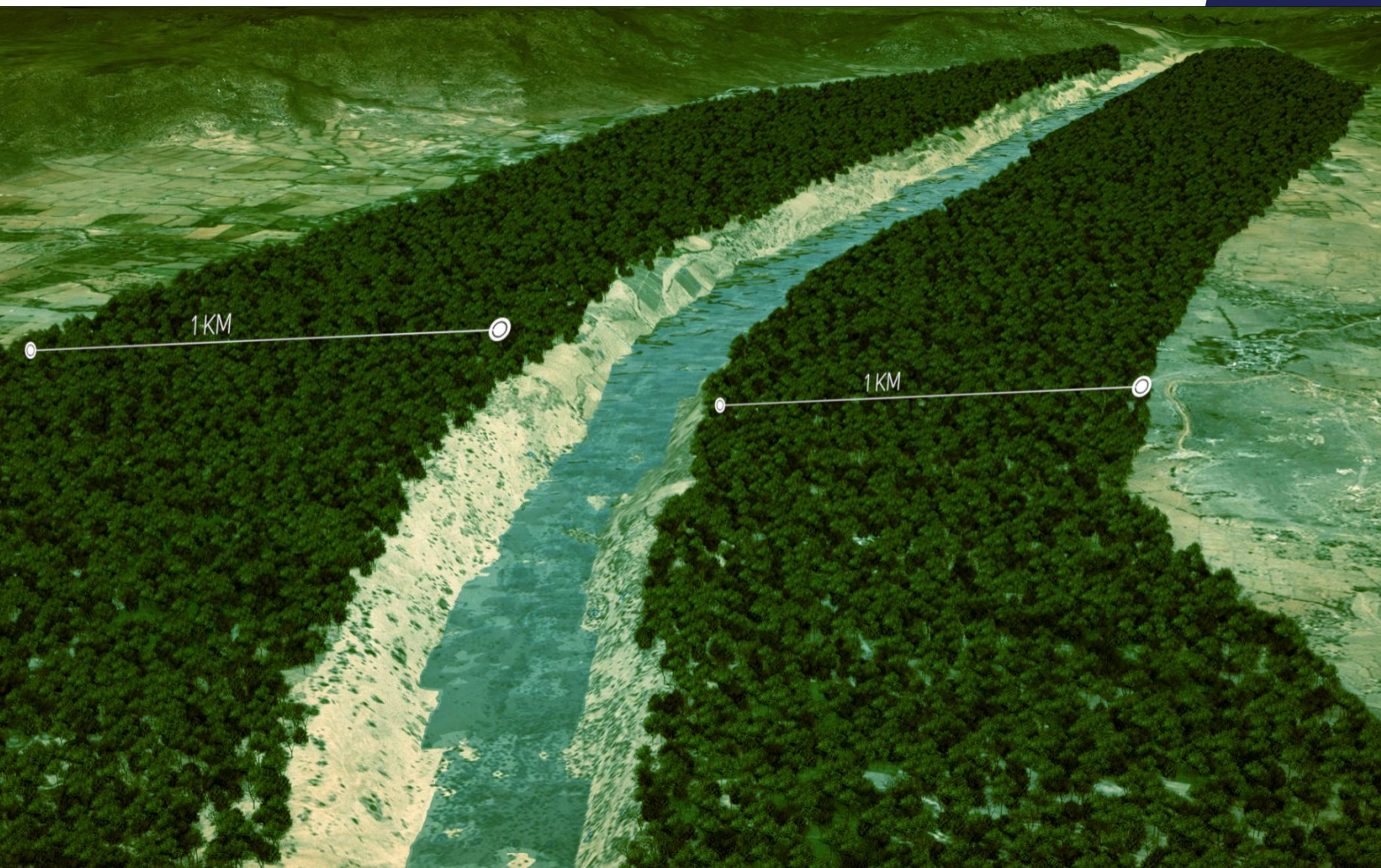


Highlighting the core solution to stabilize and revitalize our rivers, we plan to submit a

“River Rejuvenation Policy Recommendation”

to the Government of India.

RIVER REJUVENATION POLICY RECOMMENDATION



For every major river, trees must be planted for one kilometer width on either side

Native trees to be planted in Government owned land along river banks

Fruit trees to be grown organically in Private farmer lands and no ploughing

How does this work?



Normalize rainfall

Rainfall is becoming erratic due to climate change. Trees sequester carbon and combat climate change, normalizing rainfall and preventing flood and drought.



Protect the top soil

When it rains, trees reduce the speed of surface water flow, thus protecting the top soil and reducing erosion.



Keep water flowing

Tree roots make the soil porous increasing soil's ability to hold water. This absorbed water is slowly released into the soil, ensuring rivers flow even in the dry season.

RALLY FOR RIVERS



- Rally for Rivers is a project involving 3 stages:
 1. As a key first step, adequate awareness and momentum must be built amongst all sections of society and the government
 2. Facilitating creation of a Policy document at the National level
 3. Implementation of the Policy

Creating Awareness



- ▶ Sadhguru himself will be driving from Kanyakumari to Himalayas
 - ▶ From **Sep 3 to Oct 2**
 - ▶ Conducting more than 20 events in major cities
- ▶ Government leaders and celebrities will be actively participating in various legs of the journey
- ▶ The campaign will culminate in Delhi where the “**River Rejuvenation Policy Recommendation**” will be presented to the Government



#RALLYFOR RIVERS



M Venkaiah Naidu
@MVenkaiahNaidu

Sadguru invited me to Join The [#RallyforRivers](#) Movement To Save Our Rivers.



Follow



Shivraj Singh Chouhan
@ChouhanShivraj

.@SadhguruJV Ji, thank you for your unstinting support & blessing towards [#NarmadaSevaMission](#). I am greatly overwhelmed. [#MPPlants6CroreTrees](#)



Sudhir Mungantiwar
@SMungantiwar

A [#MoU](#) is being signed between [@ishafoundation](#) and Maharashtra's Forest Department [@MahaForest](#) [@SadhguruJV](#) [#Maha4CrPlantation](#)

Follow



10:47 PM - 30 Jun 2017

259 Retweets 338 Likes



Kiran Mazumdar Shaw
@kiranshaw

Follow

[@SadhguruJV](#) explained 90% of India's rivers are forest fed and we hv deforested 70% of this vital precipitation ecosystem [@JebyCherian](#) 2/2

11:08 PM - 14 Jul 2017 from Anekal Bangaluru, India

98 Retweets 141 Likes



#RALLYFOR RIVERS



"We are with you in this mission." - Dr.Mohan Bhagwat



Sadhguru @SadhguruJV
Rashtriya Swayamsevak Sangh for #RallyForRivers. Our profound gratitude to the sangha. -Sg @RSSorg



Sadhguru @SadhguruJV

Following

.@CMofKarnataka #RallyForRivers. Saving India's lifelines. -Sg



Follow

CII Live @CIIEvents

Thank you @SadhguruJV, that was a great session, we couldn't have asked for a better way to end day 1 of CII India #InnovationSummit 2017

Follow



kris gopalakrishnan @kris_sg

Follow

Please give a missed call to 80009 80009 and support



Sadhguru @SadhguruJV


Deeply appreciate support of @CIIEvents @kris_sg & Kamal Bali for #RallyforRivers, India's lifelines. -Sg

8:38 AM - 14 Jul 2017

#RALLYFOR RIVERS

RALLY FOR RIVERS
INDIA'S LIFELINES



Sadhguru  [@SadhguruJV](#)

Dear Sri Devendra ji. In your leadership the rivers of Maharashtra will continue to flow. Support [#RallyForRivers](#). -Sg [@Dev_Fadnavis](#)



Respected Sadhguru! You have my full support for this noble cause. 🙏 [#RallyForRivers](#)



It's time for the real act. I urge you to act & [#RallyForRivers](#) to India's rivers. -Sg [@AnupamPkher](#)



DR. IMAM UMER ILYASI [@imam_ilyasi](#) · Jul 3

Chief Imam All India [@imam_ilyasi](#) extended his full support and prayed for the noble cause of [#RallyForRivers](#) [@SadhguruJV](#)





HOW CAN YOU SUPPORT?



Join the campaign

GIVE A MISSED CALL



80009 80009

Show your support

for a policy to save our rivers

How can you support?



STUDENTS CAN PARTICIPATE IN MANY WAYS



DIGITAL CAMPAIGN



STUDENTS ENGAGEMENTS FOR RALLY
& POSTER PASTING



ONLINE VIDEO SUBMISSION

COLLEGE MODULE – ACTIVITIES



► DIGITAL CAMPAIGN –

- Spread the awareness about the campaign through Email, SMS, Fb, WhatsApp, Twitter and other social media platforms.
- Include the hash-tag #RallyForRivers .

► Poster Pasting –

- With the help of college's creative team, *posters and sketches* can be made.
- Install these posters on various notice-boards across the college campus and the whole city.
- Missed call number (80009-80009) can be written on these posters.

► Online Video Submission–

- Get maximum participation from your college for the grand Online Video Contest

COLLEGE MODULE – VIDEO SUBMISSION



Theme

Rivers of India

Description

- Create a short video documentary

OR

- Music video (must use '*Nadi Stuti*' at isha.co/nadistuti)

OR

- Surprise the panel with something else

Upload your video on RallyForRivers.org

- The Last Date for uploading your video is:

10th September 2017 (23:59:59 hours)

- The Last Date for Voting is:

15th September 2017 (23:59:59 hours)



COLLEGE MODULE – VIDEO SUBMISSION



Eminent Panelists:

Rakeysh Omprakash Mehra, Prahlad Kakkar and Shekhar Kapur

Prizes:

Winners will be awarded cash prizes as follows:

- ▶ First Prize – INR 3,00,000
 - ▶ Second Prize – INR 1,00,000
 - ▶ Third Prize – INR 50,000
 - ▶ *Weekly Prize* – INR 10,000
-
- The **First Prize Winner** will get an opportunity to produce a film using the prize money under the guidance of one of the eminent panelist directors.
 - Winning entry will be showcased on INOX Cinemas Network nationwide

End Objective



Raise awareness and get many millions of pledges through missed calls... every missed call counts!



*"This is not a protest. This is not an agitation.
This is a campaign to raise awareness that our rivers
are depleting. Everyone who consumes water must rally
for rivers"*

—Sadhguru

**LET'S COME TOGETHER AND
SAVE OUR NATION'S LIFELINES**



80009 80009

APPENDIX / REFERENCES



RallyforRivers.org

[Perennial rivers are turning seasonal; many small rivers have vanished](#)

[Godavari dried up for the first time](#)

[40% of Kaveri has dried up](#)

[60% of Krishna and Narmada have dried up](#)