



RallyForRivers.org

GIVE A MISSED CALL
SAVE OUR RIVERS
☎ 80009 80009

Namaskaram,

As you are perhaps aware, Indian rivers, the lifelines of our civilization, are at a dangerous level of depletion. With many of the minor rivers having vanished and major perennial rivers turning seasonal, this dire situation for a nation with a population of over a billion, can no longer be ignored. If we do not act soon, studies say that within 15 years, we will have only 50% of the water we need for our basic survival.

Our rivers are forest-fed. Deforestation has led to their progressive diminution. A simple yet effective solution to replenish our rivers is to create a kilometer-wide green cover on riversides (and half a kilometer for tributaries). If it is government land it can be turned into forests, while tree-based agriculture can happen on private lands. A profitable economic model can be established through which farmers can more than double their income by transitioning from short-term crops to long-term tree plantations.

To make this solution into reality, we need urgent government action. We need people's support to give the government the necessary impetus to pass a mandatory law to save our rivers.

Hence, "Rally for Rivers" is a nationwide campaign aiming to create awareness. From September 3 to October 2, 2017, I will personally drive over 7000 km across 16 states of India, with more than 20 events in major cities. The rally will culminate in Delhi where a comprehensive proposed policy document, drawn up by an expert committee of environmental scientists and lawmakers will be presented to the government.

Everyone who consumes water has a stake in this campaign. One simple thing you can do is pledge to save our rivers by giving a missed call to 80009 80009. Each missed call will count towards a public movement that will urge the government for a positive River Policy.

As the future of our children lies in the future of our rivers, it is important that they are educated about preserving and rejuvenating these lifelines. I urge you and your faculty to take up this crucial role by becoming ambassadors of the Rally for Rivers campaign or through other innovative ways of your own.

Let's Rally for Rivers.

With much Regard,

"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