



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?

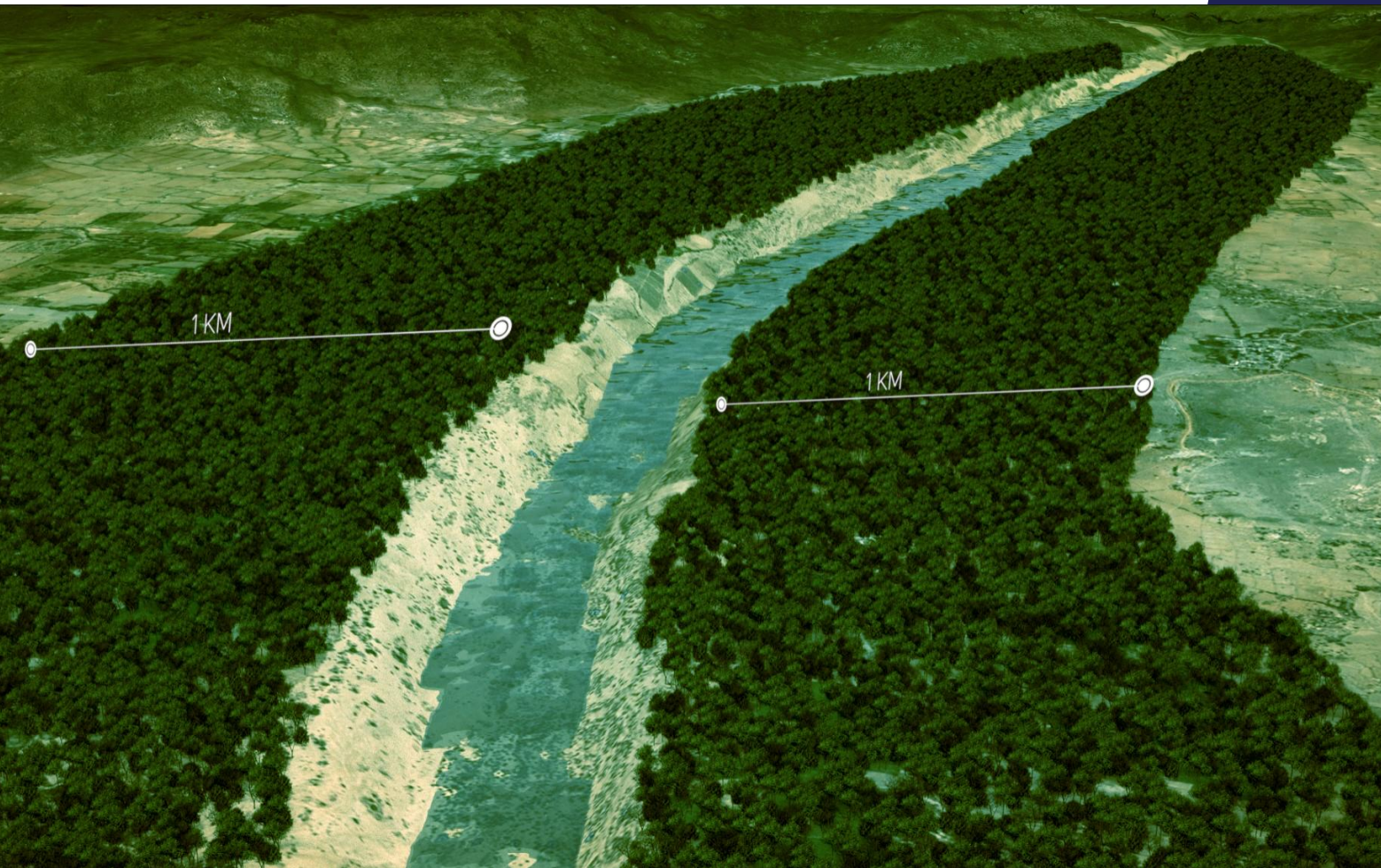


Highlighting the core solution to stabilize and revitalize our rivers, we plan to submit a

“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

Farmers can move from regular farming to growing horticulture trees

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.

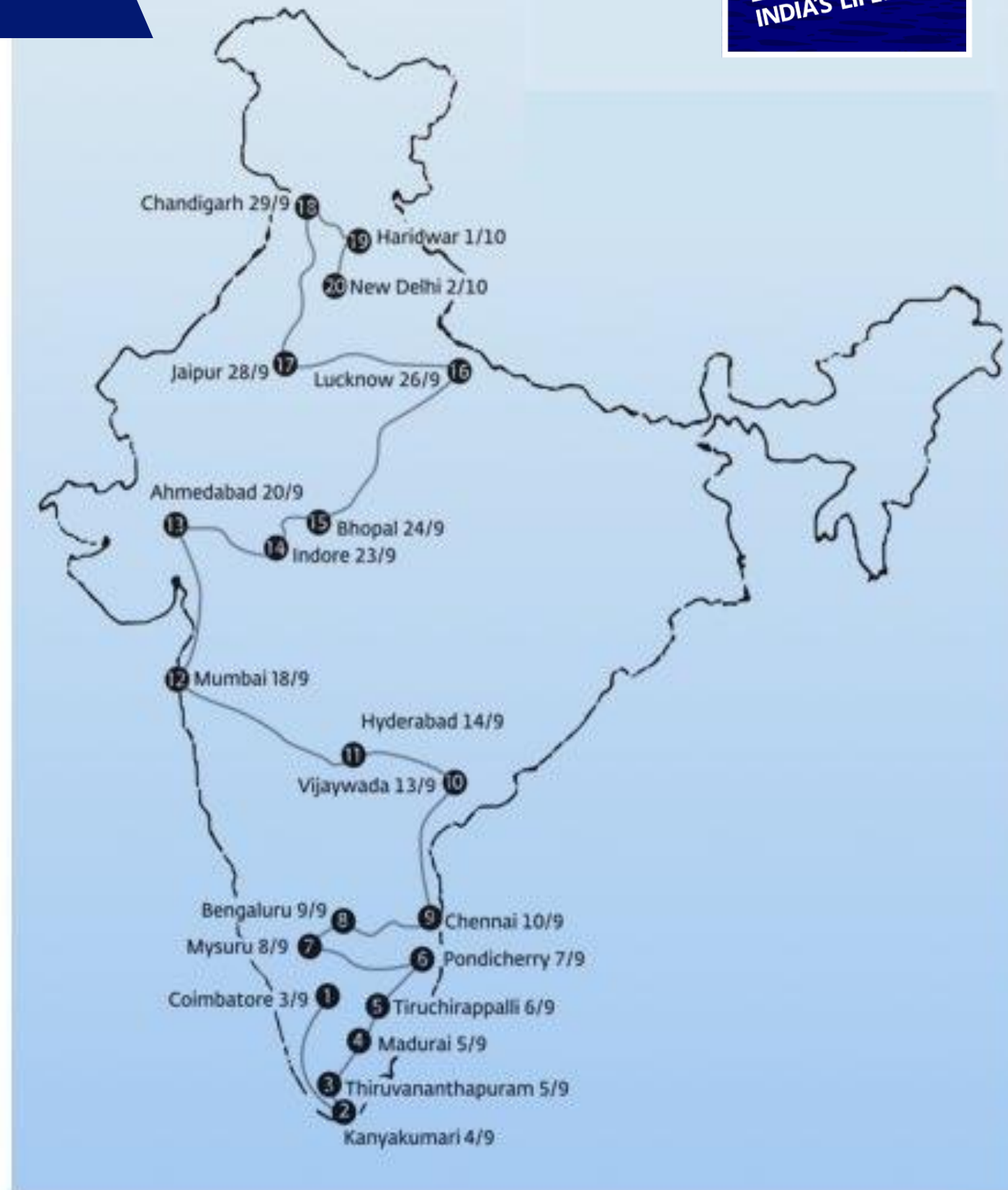
RALLY FOR RIVERS



- 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

RALLY FOR RIVERS
INDIA'S LIFELINES



M Venkaiah Naidu
@MVenkaiahNaidu

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

Follow



RALLY FOR RIVERS
INDIA'S LIFELINES



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



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



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

RALLY FOR RIVERS

CIILive @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



#RALLYFOR RIVERS



"We never know the worth of water till the well is dry" Met Sadguru today-Enlightened!!!



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](#)

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



Karnataka Bank
[@KarnatakaBank](#)

Called on [@SadhguruJV](#) to invite him for our Founders' Day ceremony and to pledge our support for [#RallyForRivers](#), India's lifelines.



12:46 AM - 14 Jul 2017

159 Retweets 245 Likes



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?



YOUR ORGANIZATION CAN PARTICIPATE IN MANY WAYS



ASSEMBLY MODULE



CREATIVE ART COMPETITION

ASSEMBLY MODULE



- Total time taken 7-10 minutes
- Play video consisting of message from Sadhguru and celebrity

Option 1. Play video if video facility available

Option 2. Play Audio

- Children can pledge their support by saying “We support Rally For Rivers”
- Schools can report back through a

WhatsApp message to 80009 80009



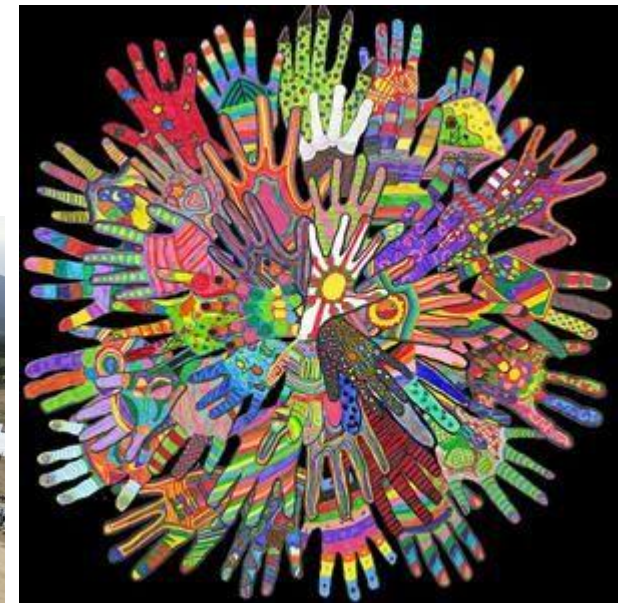
CREATIVE ART COMPETITION

powered by nickelodeon



Topic : Saving Rivers – India's Lifelines

- The school is free to use any medium to create the artwork.
- This art expression can be human formation, painting, a wall mural, collage, sculpture or anything that can express the idea in a powerful way.
- Entries to be submitted online at RallyForRivers.org



CREATIVE ART COMPETITION

powered by nickelodeon



Rules:

- Maximum number of students and staff can be involved.
- Rally for Rivers logo and missed call number should be incorporated in the artwork.
- Online submission:

Start : Aug 1st,2017

End : Oct 2nd,2017

- Only one Creative Art entry per school can be submitted.
- The entry to be submitted online at www.rallyforrivers.org
- A written note of 50 words may be uploaded along with the artwork.

CREATIVE ART COMPETITION

powered by nickelodeon



Judging:

- School with maximum number of likes and share will be chosen as winners.
- Uploaded entries will be open for online voting.
- Upload and get 100 points
- 1 Like = 20 points
1 Share = 40 points



CREATIVE ART COMPETITION

powered by nickelodeon



Prizes:

- Top entries will be showcased on Nickelodeon social media properties, the campaign website and the rally events.
- National Prize 1st: **INR 4 Lakhs** cash prize for the winning school + goodies for the children.
- National Prize 2nd: **INR 2 Lakhs** cash prize for the winning school + goodies for the children.
- Weekly Best entries: **INR 10,000** for the winning school.



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](#)

[Ganga is one of the world's 10 most endangered rivers, according to WWF](#)