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Bicyclists travel 1400 km to awareness and funds for Cauvery Calling

30 December 2019, Coimbatore: Cycling 1400 kilometers in 14 days, 20 cyclists from Udgir, Maharashtra, hope to raise funds for at least 10,000 trees for the Cauvery Calling initiative launched by Sadhguru, Founder, Isha Foundation to revitalize the dying river. The cyclists are expected to reach the Isha Yoga Center in Coimbatore tomorrow after riding through states Maharashtra, Karnataka, Telangana, Andhra Pradesh and Tamil Nadu.

The group had taken on a similar expedition for the Rally for Rivers movement launched by Sadhguru in 2017 and had also held an awareness campaign in support of Isha Vidhya, Isha's rural education initiative, during 2018.

Speaking about what inspired them to set out on the journey in support of Cauvery Calling, one of the cyclists said, "The whole world is looking at Cauvery Calling as a demo project that, when it is successfully executed, can be implemented across the tropical world. This project also means a lot to us because many regions in Maharashtra are suffering from acute water distress and Cauvery Calling can be the solution that we are seeking."

Sadhguru, Founder, Isha Foundation appreciated their efforts "In less than two years after their cycle rally for the nation's rivers, these wonderful & enthusiastic volunteers from Maharashtra are back on two wheels, riding from Udgir to Coimbatore to raise awareness and funds to save Mother Cauvery. Blessings." Sadhguru tweeted.

Cauvery Calling

Cauvery Calling is a first of its kind campaign, setting the standard for how India's rivers – the country's lifelines – can be revitalized. It will initiate the revitalization of the Cauvery river by supporting farmers to plant 242 crore trees in the river basin. This will increase water retention in the basin, while enhancing farmers' income by 300 to 800% in 5-7 years and transforming the lives of 84 million people.

If you would like to know more about this, please write to mediarelations@ishafoundation.org.