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Cauvery Calling: Rally enters Tamil Nadu

11 September, 2019, Hosur: “Our deepest gratitude to the people of Hosur for a resounding welcome in Tamil Nadu and their generous contribution to Cauvery Calling,” said Sadhguru, Founder, Isha Foundation as the Cauvery Calling motorcycle rally began the Tamil Nadu leg of its journey from Hosur today.

According to Sadhguru, a warm traditional welcome, hundreds of people thronged the streets to welcome the rally as it crossed the Karnataka border this morning where it completed its first leg on 8 September at Bengaluru.

Sadhguru addressed a public event at Adhiyamaan College of Engineering. Elected representatives from all parties shared stage with Sadhguru at the event. Addressing the audience and the dignitaries, Sadhguru said, “Some people express doubts about the success of this, they ask how will you plant 242 crore trees. I am saying, look at this stage - there is AIADMK, DMK, Congress and BJP representatives here. What more do you need? They have come together realizing this is what needs to happen. It is not a question of whether this will happen, this is just a question of when.”

Guests included Dr. A. Chellakumar – Lok Sabha MP from Krishnagiri (INC); Shri. S.A. Sathya - MLA, Hosur Constituency (DMK); Shri. M.Thambidurai – former Deputy Speaker of the Lok Sabha (AIADMK); Shri. P.Balakrishna Reddy - former Tamil Nadu State Cabinet Minister (AIADMK); Shri K.A.Manoharan – ex-MLA, National Secretary of INTUC (Indian National Trade Union Congress); and Dr. S. Prabhakar, IAS, District

Collector, Krishnagiri. Thousands of farmers, students and citizens from all walks of life participated in the event.

Shri. Thambidurai asserted that planting 242 crore trees in the river basin will not only enrich its soil but will also address the agrarian crisis and the drinking water problem in Tamil Nadu.

Shri. Balakrishna Reddy handed over a cheque of Rs.5 lakh to Sadhguru at the event in support of Cauvery Calling.

The rally will reach Mettur tomorrow morning where a public event is scheduled at 9:30 a.m. It will reach Erode in the afternoon where a public event is scheduled as well at 3:15. Sadhguru will address both events which are open and free for all.

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 river Cauvery 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.