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Cauvery Calling: Rally to begin TN leg on 11 September

10 September 2019, Bengaluru: Having completed a phenomenally successful first leg of its journey, the Cauvery Calling rally will leave Karnataka and enter Tamil Nadu through Hosur tomorrow. Sadhguru, Founder, Isha Foundation, who has been leading the rally which began at Talacauvery on 3 September and ended its Karnataka leg on 8 September at Bengaluru, will leave the city tomorrow at 8:30 a.m. from Hotel Ottera in Electronic City, Bengaluru, to begin the Tamil Nadu leg of the journey.

Sadhguru is speaking at the COP14 Summit of the United Nations Convention to Combat Desertification (UNCCD) in New Delhi today. Isha Foundation recently received UNCCD accreditation.

Sadhguru launched the Cauvery Calling movement in July this year to revive the dying river whose river basin spans Karnataka and Tamil Nadu. The rally is consolidating on-ground multi-stakeholder support for the movement which has an ambitious target of enabling lakhs of farmers to plant 242 crore trees in the river basin across the two states.

The rally received unprecedented support in Karnataka with everyone from the Chief Minister of Karnataka and the Royal Family of Mysore to sportspersons, celebrities, media, industry, farmers and citizens promising to throw their might behind the Cauvery Calling movement to ensure its success.

The state governments of Tamil Nadu and Karnataka have pledged to support farmers to convert partially to agroforestry that promotes tree-based agriculture. Both governments have released several species of commercial trees from protective laws to enable farmers to grow them on their farmland and reap economic benefits.

Sadhguru will address a public event at the Adhiyamaan College of Engineering in Hosur tomorrow. The event is free and open to 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 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. Visit: CauveryCalling.org or call 80009 80009. #CauveryCalling.

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