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### **Cauvery Calling: Sadhguru addresses agro farmers at Mevani village in Gobichettypalayam**

**12 September 2019, Erode:** “Thousands of generations of people farmed this land, nourished themselves, lived well. Entire civilizations grew but they maintained the wealth of the soil but in two generations we are trying to destroy it. It’s time to revive it and the way forward is for trees to come on the farm,” said Sadhguru, Founder, Isha Foundation, speaking at an event organized at the farm of agro farmer Shri. Senthil in Mevani village in Gobichettypalayam. The event was organized by farmers who have adopted agroforestry in their farmlands. Shri. Chellamuthu, Leader of the Tamil Nadu Farmers Association, leaders of various farmers’ associations and hundreds of farmers participated in the event.

The Cauvery Calling motorcycle rally reached Mevani from Mettur where Sadhguru addressed the public earlier in the day. It then proceeded to Erode where state cabinet ministers joined Sadhguru at a second public event.

The rally began its journey at Talacauvery, the birthplace of the river on 3 September. Journeying 3500 km, the rally is touring districts in the Cauvery belt in both Karnataka and Tamil Nadu to consolidate on-ground multi-stakeholder support for concerted action to revive the river. The rally completed the Karnataka leg and reached Tamil Nadu yesterday through Hosur.

The rally will reach Trichy tomorrow where Sadhguru will again address two public events. The events are 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](http://CauveryCalling.org) or call 80009 80009. #CauveryCalling.*

**If you would like to know more about this, please write to [mediarelations@ishafoundation.org](mailto:mediarelations@ishafoundation.org).**