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Cauvery Calling: Sadhguru speaks about need for agroforestry at Mettur event

12 September 2019, Mettur: “80% of our lands are with the farmers. Only 16 to 18% is with the government,” said Sadhguru, Founder, Isha Foundation, while explaining the rationale behind promoting agroforestry on farmlands to enrich the soil’s capacity to hold water in the Cauvery river basin. Sadhguru was speaking at the JSW Auditorium in Pottaneri in Mettur, where the Cauvery Calling motorcycle rally reached this morning from Dharmapuri.

The Cauvery Calling motorcycle rally led by Sadhguru is touring districts in the Cauvery belt since 3 September when it began its journey at Talacauvery, the river’s birthplace in Karnataka. The 3500-km rally is consolidating on-ground multi-stakeholder support for concerted action to revive river Cauvery.

Several representatives from JSW attended the event. They included Sr. Vice President and Plant Head of JSW Company Shri. BNS Prakash Rao; Associate Vice President (Admin) Brigadier S Thakur; Associate Vice President Shri. Sai Ram; AGM Shri. P. Nair and GM Shri. Deva Kumar.

“This is not an afforestation initiative. Farmers need to plant trees through agroforestry and save the soil to hold water,” said Sadhguru adding, “The farmer must be able to cut, transport and sell his trees wherever he wants. Trees must be changed from forest produce to agricultural produce.” This will encourage the farming community to take up agroforestry in a big way. Changing trees to agricultural produce will give farmers

greater flexibility in selling their produce enabling them to increase their income significantly.

Sadhguru said that the TN government had agreed to give subsidy for the first four years to farmers who switch to agroforestry.

The rally proceeded to Erode after the event where Sadhguru is scheduled to address another public event.

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.