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Cauvery Calling: Sadhguru to address public event in Mettur on 12 September

10 September 2019, Mettur: Sadhguru will address a public event at the JSW Auditorium, Pottaneri, in Mettur at 9:30 a.m. on 12 September when the Cauvery Calling rally enters the city.

Guests at the event will include Rajya Sabha MP Shri. N. Chandrasekaran; MLA Shri. S. Semmalai; Chairman of Tamil Nadu Farmers Association Shri. K. Chellamuthu; Plant Head of JSW Shri. B.N.S. Prakash Rao; Associate Vice President of JSW Steel Limited, Salem, Brigadier S Thakur; Vice President of Chemplast Ltd., Shri. R. Chakravarthy; and former Vice President of Chemplast Ltd., Shri. Gajendran.

The rally will reach Mettur after passing through Hosur and Dharmapuri on the Tamil Nadu leg of its journey. The rally led by Sadhguru, Founder, Isha Foundation, began its journey at Talacauvery, the birthplace of the river in Karnataka, 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.

Cauvery Calling primarily focuses on significantly enhancing farmer wealth while simultaneously impacting river flow and riverine ecosystems. It will enable farmers in Tamil Nadu and Karnataka to plant 242 crore trees in the Cauvery basin by adopting agroforestry on their own farmlands. In Tamil Nadu 69,760 farmers have taken to agroforestry through Isha Agroforestry and have reported significant rise in their income.

The rally will move to Erode from Mettur and travel through several cities before making its way to Thiruvarur where Cauvery flows into the Bay of Bengal. The rally will culminate in Coimbatore on 17 September. Public events are scheduled all through the rally's route. 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 or call 80009 80009. #CauveryCalling.

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