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Email: [mediarelations@ishafoundation.org](mailto:mediarelations@ishafoundation.org)

### **Cauvery Calling: State Cabinet Minister K. P. Anbazhagan attends public event at Dharmapuri**

**11 September 2019, Dharmapuri:** “The TN government has agreed to give subsidy for farmers who switch to agroforestry for the first 4 years,” said Sadhguru, Founder, Isha Foundation, speaking at The Vijay Millennium CBSE School, Sogathur in Dharmapuri today. Sadhguru was speaking at a public event for Cauvery Calling after reaching here from Hosur. The Cauvery Calling motorcycle rally reached Tamil Nadu today after leaving from Karnataka this morning.

Hon'ble Minister for Higher Education in the Tamil Nadu government Shri. K. P. Anbazhagan and Tamil Nadu Farmers' Association Chairman Shri. S.A.Chinnasamy as Chief Guests at the event. Thousands of farmers, students and citizens from all walks of life were present.

Speaking about the need to adopt agroforestry to restore soil health, Sadhguru said “In one acre of soil rich in organic content, we can save 60,000 litres of water. If you take a handful of fertile South Indian soil, there are 10,000 to 50,000 species of micro-organisms. We have changed this fertile soil into desert sand,” adding that Isha had helped “nearly 70,000 farmers to switch to agroforestry. In 5 to 7 years their income has increased 300 to 800%,” said Sadhguru.

Offering wholehearted support on behalf of his organization, the Chairman of Tamil Nadu Farmers' Association, Shri. Chinnasamy said that the movement will not only revitalize the river and the ecosystem but also provide economic benefit to farmers. He

added that the movement was for everybody, especially all farmers who will fully support the initiative.

The Cauvery Calling rally which began its journey in Talacauvery on 3 September will travel 3500 km of the Cauvery belt to consolidate on-ground support for concerted action for the river. The rally will reach Mettur tomorrow morning and journey to Erode in the afternoon. Sadhguru will address public events at both places which 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 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](mailto:mediarelations@ishafoundation.org).**