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Cauvery Calling: Volunteers come together to raise awareness at Madurai

10 September 2019, Madurai: Volunteers came together at different locations in Madurai to raise awareness about the Cauvery Calling movement launched by Sadhguru, Founder, Isha Foundation this July.

Lining the streets holding Cauvery Calling placards at various city landmarks, the volunteers interacted with the public, answering questions about the movement. The awareness campaign covered the Madurai Railway Station, Thamukkam, Vilakuthoon, K.K.Nagar and Theppakulam to raise visibility for the movement. The placard detailed how citizens can participate in the movement.

Cauvery Calling is a movement bring the dying river back to life through an ambitious agroforestry plan designed as an economically beneficial model for farmers. It will enable farmers to plant 242 crore trees on their own farmlands in the Cauvery river basin which will help retain trillions of liters of water in the basin and significantly augment the river's water flow as well as farmers' income.

On 3 September, Sadhguru began the Cauvery Calling motorcycle rally from Talacauvery, the river's birthplace in Karnataka. The 3500 km journey has completed its Karnataka leg and will reach Tamil Nadu on 11 September. The rally aims to facilitate on-ground support for concerted action to revive the river.

The rally will travel through several towns and cities in the Cauvery basin in Tamil Nadu before reaching Thiruvavur where the river meets the ocean. After crossing over to

Chennai on 15 September, the rally will culminate in Coimbatore on 17 September. Sadhguru will address several public events on the route of the rally. 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.