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Cauvery Calling: 85 lakh saplings to be produced in TN; State Minister Ramachandran to attend launch program

14 March 2020, Thiruvannamalai: 85 lakh saplings will be produced in Tamil Nadu this year for the Cauvery Calling project of which 10 lakh saplings will be produced in Thiruvannamalai at the Mahatma Green India Mission Isha nursery. The saplings will be 100% naturally produced and distributed to farmers for plantation on their farmlands in the Cauvery river basin.

An event to announce the launch of sapling production will be held tomorrow at the Isha Mahatma Green India Mission nursery here in Thiruvannamalai. Shri. Sevrur Ramachandran, Hon'ble Minister of Hindu Religious and Charitable Endowments will inaugurate the event which includes an exhibition on "Variety of trees and traditional herbs" and a talk on the benefits of traditional herbs by Mr. Pandi Kumar, Senior Researcher at St. Xavier College. Shri. K.S. Kandasamy, District Collector of Thiruvannamalai; Shri. Arul Selvam, District Chief Education Officer; and Shri. Pandian, Principal of Tamil Nadu Agricultural University and Research Center will also participate as Chief Guests.

The event will be attended by farmers as well as school and college students. Isha is conducting ongoing programs in timber farming for farmers across Tamil Nadu. There has been a spike in interest in timber farming among farmers in Tamil Nadu since the launch of the Cauvery Calling movement last September. The movement aims to revitalize river Cauvery through an economically beneficial plan for farmers by enabling them to plant 242 crore high-value trees on their own farmlands for economic gain. The

trees will be planted in farmlands in the Cauvery river basin that spans Tamil Nadu and Karnataka. The plan is to put one-third of the river basin under shade to improve soil health and groundwater levels.

Last August, Isha conducted a 2-week farmer outreach program in both states to promote tree-based agriculture and to educate farmers about its significant benefits, which are primarily economic, but also include health and ecological benefits. Cauvery Calling teams are working on ground with farmers and with state governments in both Tamil Nadu and Karnataka for implementation.

*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.