



17-Sept-2019

Email: mediarelations@ishafoundation.org

Cauvery Calling: CODISSIA pays tribute to rally, felicitates Sadhguru in Coimbatore 17 September 2019, Coimbatore: Covering 3080 km, the Cauvery Calling rally reached Coimbatore this evening, where citizens turned out in massive numbers in Isha's home city, to welcome the rally. Sadhguru, Founder, Isha Foundation, was joined by several volunteer riders as the motorcycle cavalcade made its journey from Le Meridien to the CODISSIA Trade Fair Complex where it was received by representatives of more than 30 pioneer trade associations. Industry leaders came together to express their gratitude to Sadhguru for launching the Cauvery Calling movement to revitalize river Cauvery, the source of livelihoods, irrigation and drinking water for 84 million people in the river basin.

Sounds of Isha and students of Isha Samskriti who have been travelling with the rally and have won the hearts of audiences in all cities, performed at the venue.

Minister for Municipal Administration, Rural Development and Implementation of Special Programmes Shri. S. P. Velumani promised complete government support for Cauvery Calling. He said "Isha Yoga Center is in my constituency and I am aware of all their outreach activities...Sadhguru always completes whatever he takes up." The minister said that whatever tree saplings Sadhguru requests will be provided by the government. He also promised that the government will make the necessary policy changes to facilitate implementation.

President of Coimbatore District Small Industries Association (CODISSIA) Shri. R. Ramamoorthi; Shri. M. Krishnan, Chairman and Managing Director of Krishnan Sweets; and Dr. S. Rajasekaran, Director, Ganga Medical Center & Hospitals felicitated Sadhguru

on behalf of industry representatives and the citizens of Coimbatore. Dr. S. Rajasekaran pledged 5000 trees for the movement.

Shri. R. Ramamoorthi said that the movement was bound to succeed because of its economically attractive model which would benefit the farmer, the state and the country. Shri. Senthil, a farmer who was introduced to agroforestry by Isha 12 years ago, spoke of the economic benefits of agroforestry stating that he had earned a profit of Rs. 6.5 lakh last year.

Chairman of Bharathiya Vidhya Bhavan Shri B K Krishnaraj Vanavarayar drew applause and laughter from the audience when he said, "We all know whom you have come to see today...we have organized several events here, we've never had such a turnout." Sadhguru took the stage to loud cheers and applause from the audience. He said that a 12,000 year history of agriculture had contributed to the flourishing Tamil civilization.

We are destroying the richness of this soil which is threatening food and water security of future generations, said Sadhguru and asked "What is our plan for the country?...Do we have to be pushed to a corner to come to our senses?" Sadhguru said that "Unless we make living on the land very lucrative, nobody will want to live on the land." He said that over 3,00,000 farmers have committed suicide in the last 15 to 18 years, a number that's higher than fatalities in 4 wars on both sides. "What is really in question right now is our humanity," said Sadhguru. "This is a generational work – as a generation of people, will we do this or not? This is the only question."

Sadhguru thanked the team of 59 riders who rode in the rally, the millions of volunteers who have dedicated their time, effort and resources for 20 years for Isha, and the media for their wholehearted support and for embracing the movement as their own. Sadhguru made special mention of the Tamil Nadu and Karnataka Police who he said showed not only an exemplary sense of duty but complete involvement with the cause and added that he now looks at the Police Force "with a new vision" for what they demonstrated over the past two weeks.

The Cauvery Calling rally which began its journey on 3 September at Talacauvery traversed the river basin to consolidate on-ground, multi-stakeholder support for

concerted action to save the river. It culminated today in Coimbatore. The rally has enrolled unprecedented support for Cauvery Calling not only in Tamil Nadu and Karnataka but from across India and from around the world.

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.