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**Cauvery Calling: State Minister Ramachandran launches sapling production programme in Thiruvannamalai**

*TN to produce 85 lakh saplings; Thiruvannamalai to produce 10 lakh*

**15 March 2020, Thiruvannamalai:** Tamil Nadu will produce 85 lakh saplings for the Cauvery Calling project and 10 lakh of them will be produced in Thiruvannamalai at the Mahatma Green India Mission Isha nursery this year. Shri. Sevr Ramachandran, Hon'ble Minister of Hindu Religious and Charitable Endowments, launched the sapling production programme this morning at the Isha nursery near Pallikondpattu, Thiruvannamalai, with a symbolic sprinkling of seeds.

Shri. 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 were Chief Guests at the event.

In his inaugural address, Shri. Sevr Ramachandran, spoke about the significance of the Cauvery Calling movement to the farmers of Tamil Nadu.

“To revitalize Cauvery and develop the livelihood of farmers, Cauvery Calling has been initiated by Sadhguru. This project is motivating farmers to move to long-term agroforestry through timber farming. This method of farming will ensure the sustainable development of the environment and improve the economic condition of the farmers. Isha is conducting various training programs on timber farming across Tamil Nadu as part of this project. Thousands of farmers are interested in timber

farming, because of the awareness created by Cauvery Calling, which is much appreciated. Isha is going to produce 85 lakh saplings in Tamil Nadu this year through 35 Mahatma Green India Mission nurseries across Tamil Nadu. In Thriuvannamalai, Mahatma Green India Mission will produce 10 lakh saplings. I congratulate Isha on their good efforts”, he added.

An exhibition on “Variety of trees and traditional herbs” was also held where Mr. Pandi Kumar, Senior Researcher at St. Xavier College gave a talk on the benefits of traditional herbs.

The programme was attended by the farmers and students from various schools and colleges.

*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](http://CauveryCalling.org) or call 80009 80009. #CauveryCalling.

**If you would like to know more about this, please write to [mediarelations@ishafoundation.org](mailto:mediarelations@ishafoundation.org).**