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### **Industry leaders organize thanksgiving event for Sadhguru**

**16 September 2019, Coimbatore:** More than 30 Pioneer Trade Associations will come together at the COIDSSIA Trade Fair Complex to express their gratitude to Sadhguru, Founder, Isha Foundation, for launching the Cauvery Calling movement. The event which is scheduled for 6 p.m. will be attended by several industry leaders and elected representatives.

Minister for Municipal Administration, Rural Development and Implementation of Special Programmes Shri. S. P. Velumani and General Secretary of the Kongunadu Makkal Desia Katchi party Shri. E. R. Eswaran will participate in the event. President of local chapter of Indian Chamber of Commerce Industry Shri. V. Lakshminarayananasamy; President of Coimbatore District Small Industries Association (CODISSIA) Shri. R. Ramamurthy; Chairman of Bharatiya Vidya Bhavan Shri B K Krishnaraj Vanavarayar; and Chairman of Sandfits Foundries Pvt Ltd. Shri. Dr. A. V. Varadarajan will also attend the event.

A motorcycle rally has been organized from Le Meridien to CODISSIA and several riders are expected to join Sadhguru in the rally.

The Cauvery Calling rally began its journey on 3 September from Talacauvery in Karnataka and has been touring districts in the Cauvery basin. The rally is consolidating on-ground support for the Cauvery Calling movement which is enrolling farmers in the Cauvery basin to partially adopt agroforestry to increase the basin's green cover and earn economic benefits.

The event has been organized by Shri. M. Krishnan (Krishnan Sweets) and Dr. S. Rajasekar (Ganga Hospitals).

*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).**