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Isha Agro Movement to organize 9-day Training on Natural Farming

Natural Farming Exponent Padma Shri Subhash Palekar to train 3000 farmers

4 January 2019, Coimbatore: Isha Agro Movement will organize a nine-day training program on natural farming from 2 February to 10 February 2019 at S.R.M. Medical College, Tiruchy. The training will be conducted by natural farming exponent Padma Shri Shri. Subhash Palekar. Around 3000 farmers are expected to participate in the program. Sadhguru, Founder, Isha Foundation, will inaugurate the program in Tiruchy. Sadhguru has often spoken about the need to revolutionize the practice of agriculture in India to make it more profitable and sustainable for the farmer.

Representatives from Isha Foundation interacted with the press at the Coimbatore Press Club today and briefed the media about the program. Shri. Anand Ethirajalu, Director of Isha's ecological initiative to increase the green cover in Tamil Nadu, Project GreenHands, said that while Isha Agro Movement had trained around 3000 farmers in natural farming techniques over the last few years, the upcoming program would reach a similar number of farmers over 9 days. He said the training would include converting from chemical to natural farming, benefits of natural farming, input preparation, intercrop cultivation and many other aspects. Food and accommodation for all nine days will be provided for the participants as part of the program.

Coordinator of the Isha Agro Movement, Swami Srimuka, pioneer natural farmer Shri. Valluvan and Shri. Subhash Palekar also addressed the media.

Shri. Palekar said that when Isha Agro Movement approached him in 2015, he conducted an 8-day training program on Zero Budget Nature Farming in Palladam for

1100 farmers from across Tamil Nadu. He said around 50 lakh farmers across the country were practicing his methods of natural farming which had improved their livelihood. "Compared to the market rate of goods produced through chemical farming, the goods produced through natural farming are being sold at double the rate. Yield is larger and production cost is less," he said.

Over the next two days, Shri. Palekar will participate in a seminar at Vignesh Mahal, Palladam, where he will interact with 500 farmers who are successfully practicing natural farming since undergoing the Isha Agro Movement training program in 2015. The seminar will address the challenges faced by farmers such as selling their produce at a fair price and other related issues. The farmers will also be equipped as trainers in natural farming methodology for quicker dissemination to larger groups.

Isha Agro Movement

The Isha Agro Movement was established in 2007 under the guidance of Shri. Nammalvar, the pioneer of organic farming movement in Tamil Nadu. It was established as a platform to develop and promote collective farming. Since 2015, Isha Agro Movement has also focused on reviving natural farming methods that were traditionally followed in India up until four decades ago. It provides practical support to farmers in all aspects of natural farming including training in efficient organic farming methods, value addition, marketing and procurement. Till date over 4200 farmers have been trained in Tamil Nadu in natural farming methods and over 70% of trained farmers have converted to organic farming leading to improved produce, price and health.

Sadhguru - Founder, Isha Foundation

Ranked amongst the fifty most influential people in India, Sadhguru is a yogi, mystic, visionary and a New York Times bestselling author. Sadhguru was conferred the; Padma Vibhushan; by the Government of India in 2017, the highest annual civilian award, accorded for exceptional and distinguished service.

Three decades ago, Sadhguru founded Isha Foundation, a non-profit human-service organization, with human well-being as its core commitment. Sadhguru has initiated

powerful yoga programs for human transformation as well as various outreach projects to uplift under-served communities in rural India.

Isha Foundation

Isha Foundation, founded by Sadhguru, is a volunteer-run, international non-profit, human service organisation dedicated to cultivating human potential. Isha Foundation is operated by over 9 million volunteers from more than 250 city-based centers spread worldwide. The Foundation is headquartered at Isha Yoga Center, set at the base of the Velliangiri Mountains in southern India, and at the Isha Institute of Inner Sciences on the spectacular Cumberland Plateau in middle Tennessee, USA.

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