



9-Dec-2019

Email: mediarelations@ishafoundation.org

Isha's Mahatma Green India Mission distributes 43 lakh saplings
Demand for saplings outstrips supply after launch of Cauvery Calling

9 December 2019, Coimbatore: Mahatma Green India Mission (MGIM), Isha nurseries which produce 100% natural-input saplings, has distributed 43 lakh saplings this year through its 35 nurseries in Tamil Nadu. The demand for high-value species such as Mahogany, Melia Dubia, Teak and Red Sanders among others has spiked dramatically since the launch of the Cauvery Calling campaign.

Sadhguru, Founder, Isha Foundation launched the Cauvery Calling movement this July which aims to restore river Cauvery to her original flow levels from her current severely depleted flows. Cauvery Calling will enable farmers to plant 242 crore high-value trees on their own farmlands in the Cauvery basin and enhance their income anywhere between 300 and 800%. Tree cover in the Cauvery basin has reduced 87% over the last 70 years. Cauvery Calling aims to restore tree cover in one-third of the basin area while simultaneously reviving farmer fortunes and sequestering 9 to 12 trillion liters of water in the river basin.

In addition to distributing the naturally grown saplings, the Mahatma Green India Mission team also visits farms, studies soil, terrain, agroclimatic conditions and irrigation facilities and recommends appropriate species for plantation. MGIM also provides consultative services, training and support to farmers for 3 years after they plant the saplings to ensure maturity and high survival rates.

Demand outstripped supply this year after the farmer outreach program as part of the Cauvery Calling campaign, generated huge demand for high-value tree species. MGIM is expected to accelerate scaling its operations in the Cauvery basin in order to supply the demand. MGIM distributes saplings to anyone committed to nurturing them and ensuring their survival and growth. This year, 45% of the recipients were farmers. In October this year, Sadhguru renamed Isha nurseries as Mahatma Green India Mission to mark Mahatma Gandhi's 150th birth anniversary and said that 350 new nurseries will be established in the Cauvery basin to raise the 242 crore saplings needed for the river basin.

Mahatma Green India Mission is an initiative of Project GreenHands (PGH), the largest grassroots greening movement in India, launched by Sadhguru in 2004. Over 15 years, PGH has enrolled over 3 million people in planting 38 million trees in an ongoing effort to increase green cover in Tamil Nadu to the nationally mandated 33%. PGH has been awarded India's highest environmental award, the Indira Gandhi Paryavaran Puraskar and also holds the Guinness Record for planting the most number of trees in 3 days: 852,587 saplings planted in 6284 locations in Tamil Nadu.

If you would like to know more about this, please write to mediarelations@ishafoundation.org.