



28-Jul-2020

Email: mediarelations@ishafoundation.org

Juhi Chawla Gifts 1,000 Trees On Son's Birthday, Sadhguru Applauds Her Commitment

28 July 2020, Mumbai: On her son Arjun's birthday, noted actress Juhi Chawla made a generous donation of 1,000 trees to Cauvery Calling, a movement launched last year by Sadhguru, Founder, Isha Foundation, to revitalize river Cauvery, a major lifeline of southern India which has depleted alarmingly in the last few decades.

Calling the gift, "best insurance plan" for her son, Chawla tweeted, "For my son, Arjun, a 1,000 trees on his birthday, in the Cauvery Calling project. A gift of clean air and water, the best life insurance plan. Can anything be better?"

Lauding her thoughtful contribution towards her child's future security, Sadhguru called her gift "inspiring".

"Namaskaram Juhi, your unwavering commitment towards ensuring an abundant planet for future generations is inspiring. Congratulations and Blessings to you, and a very Happy Birthday to Arjun," he wrote on Twitter.

Chawla, an active supporter of environmental causes, has been a regular supporter of Cauvery Calling project. The actress has been pledging trees as gifts for many personalities she looks up to, on their birthdays. The list includes Lata Mangeshkar, Asha Bhonsle, Mahesh Bhatt, Ayushmann Khurrana, Anil Kapoor, Rishi Kapoor and others. She had also donated 1,000 trees in the memory of her late brother, Bobby Chawla, last September.

The Cauvery Calling movement which was launched in September 2019 is a 12-year project with an ambition to empower 50 lakh farmers to plant 242 crore trees on their own farmlands in one-third of the Cauvery river basin area. The movement promotes tree-based agriculture that will incentivise farmers to plant high-value trees for economic gain and simultaneously restore green cover in the denuded Cauvery basin.

Cauvery Calling is being implemented by Isha Outreach, which is a member of the world's foremost conservation body, the International Union for Conservation of Nature (IUCN). It will positively impact food and water security of 84 million people in Karnataka and Tamil Nadu.

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