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Rally for Rivers: National Board formed

Board to interface with government and all stakeholders to address water challenge

9 November 2018, Coimbatore: Isha Foundation recently announced the formation of a National Board of eminent persons to steer the various initiatives under the Rally for Rivers movement. The Board consists of Justice Arijit Pasayat, retired Supreme Court Judge; AS Kiran Kumar, former ISRO chief; Ms. Kiran Mazumdar-Shaw, Chairperson & Managing Director of Biocon; Mr. Ravi Singh, Secretary General & CEO of World Wildlife Fund; Mr. Shashi Shekhar, IAS, who retired in December 2016, as Secretary in the Ministry of Water Resources, River Development & Ganga Rejuvenation, Government of India; and Mr. Pravesh Sharma, IAS, who last served as MD of Small Farmer's Agribusiness Consortium in the Ministry of Agriculture, Government of India.

The Board will interface with Government at various levels and stakeholders like industries, farmers, voluntary organizations, and experts from sectors such as hydrology and agroforestry among others in the process of evolving an actionable framework of policies and programmes for augmentation of water availability, water use efficiency, waste water reuse and other areas. The Board will primarily focus on evolving economically sustainable farming models that substantially increase farmers' income.

The Board was formed as the month-long Rally for Rivers campaign moves into its next phase – from awareness to action. The national campaign saw an unprecedented coming together of political leaders, farmers, industrialists, businessmen, entertainers, students, professionals, sportspersons, media and ordinary citizens whose endorsement of the movement made it the largest ever mass public awareness movement in the history of the planet.

The Indian government has constituted a body to study the Rally for Rivers draft policy recommendations and examine how it can be implemented on the ground. Six Indian

states have signed MoUs with Isha Foundation for river revitalization and afforestation drives in their states.

About Rally for Rivers

Rally for Rivers is a campaign launched by Sadhguru in September 2017 to revitalize India's dying rivers. The month-long campaign saw an unprecedented coming together of political leaders, farmers, industrialists, businessmen, students, professionals and media houses, culminating in the handing over of the Rally for Rivers draft policy recommendation to Prime Minister Narendra Modi on 2 October 2017. Over 162 million Indians endorsed the campaign making it the largest ecological movement ever to be launched on the planet.

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.

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