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Sadhguru greets Tamil people on eve of Aadi Perukku

Exhorts youth to engage with farmers

1 August 2020, Coimbatore: Sadhguru, Founder, Isha Foundation greeted Tamil people on the eve of Aadi Perukku, an important festival on the Tamil calendar for the farming community.

“Greetings to all the Tamil people on the eve of Aadi Perukku,” said Sadhguru in his brief message and noted the importance of the festival in the Tamil culture because of its association with rain, water and soil. Sadhguru spoke about the importance of saving our soil and rivers in order to be able to carry on “our culture, agriculture and health” for generations to come.

He also referred to the progress of the ‘Cauvery Calling’ movement which he launched last September to revitalize the dying river that is a major lifeline of southern India. Sadhguru said that despite the pandemic, Cauvery Calling teams have been able to keep the movement on track for farmers to plant “1 crore 10 lakh saplings” this planting season in the Cauvery river basin.

He called upon the Tamil youth to become closely involved with the farming community and spend at least a day every month in villages working with farmers. Sadhguru said it was important for the youth to know village life, how agriculture happens and how people live in villages.

Aadi Perukku is celebrated across Tamil Nadu, and especially in the Cauvery basin, with great fervour. On this day, water bodies are propitiated for a successful planting season. The festival is celebrated on the 18th day of the Tamil month of Aadi in the post-harvest period when farmers prepare to sow their lands.

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