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VUPC, TN's leading FPO, commits to raise one lakh saplings for Cauvery Calling

29 November 2019, Coimbatore: Velliangiri Uzhavan Producer Company Ltd (VUPC), Tamil Nadu's leading FPO, committed to raise one lakh saplings for Cauvery Calling at their 6th Annual General Meeting at Isha Yoga Centre today. VUPC was formed under the guidance of Isha Outreach in 2013. The AGM was attended by Mr.Kumar, Chairman of the VUPC, the Directors, members and their families.

VUPC posted an annual turnover of Rs. 11.95 crore at close of books for FY2018-19, a nearly 51% increase from the previous year, and is ranked TN's No.1 FPO and is among India's top 15 FPOs.

Expressing their gratitude to Isha for its support and guidance, the FPO committed to raise one lakh saplings for the ambitious Cauvery Calling project launched by Sadhguru this July, which aims to plant 242 crore trees in a third of the Cauvery basin in a bid to increase water sequestration and significantly improve farmer economics.

Leader of the Tamil Nadu Farmers' Association, Mr. Chellamuthu; Leader of the Keezh Bhavani Irrigation Farmers Association Mr. Nallusamy; and Chairman of Nallaram Foundation, Mr. Anbarasan participated in a post-AGM event where Sadhguru was invited as the Chief Guest.

Speaking of the urgent need to form larger FPO groups, Sadhguru said 25,000 to 50,000 farmers must come together to form FPOs to achieve true economies of scale and transform the agricultural sector into a high-profit sector that the next generation would want to be a part of.

Sadhguru said that farmers who have contiguous lands must unite to achieve this goal so that farmers' incomes can be increased between 8 and 10 times in the next 3 to 4 years.

Sadhguru said that policy level work of the Cauvery Calling movement is underway in both Tamil Nadu and Karnataka adding that the Karnataka Forest Department has agreed to donate 73 lakh trees next year and promised to produce 10 crore saplings over the next two years. Sadhguru said that Isha would approach the Tamil Nadu Forest Department and request for a similar commitment.

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