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A Great Opportunity for Tree Lovers from Cauvery Calling

17 November 2020, Coimbatore: The Cauvery Calling team is organizing a statewide drive for the general public to participate in sapling plantation on private farmlands across the Cauvery river basin in Tamil Nadu. 'Nurturing the Desire to Plant a Tree' is a platform for eco enthusiasts who don't own land and don't know where and how to plant saplings but wish to do so. The sapling plantation drive will be held at a different location each month. The first event will be held at Thotiyapatti village in Karur district on Wednesday, 18 November 2020 at 10:00 a.m. Those who are interested in participating can register for the event by calling 94437 19705.

Representatives from Isha Agroforestry visit the farms and evaluate the quality of the soil and water. They then recommend suitable saplings for plantation. Saplings are finalized for plantation by farmers. The initiative achieves several objectives: it involves the community in plantation activity and gives them first-hand experience of working on a farm; it generates curiosity and interest in farming among the general population and brings the community closer to the farmer; it ensures high sapling survival rate as they are on farmlands where they will be cared for.

There are 30 Isha nurseries in Tamil Nadu that produce 100% naturally grown saplings. The saplings are available to farmers at a nominal cost.

Cauvery Calling is a movement launched by Sadhguru, Founder-Isha Foundation, to revitalize river Cauvery. It promotes tree based agriculture on private farmlands in the Cauvery basin. Its 12-year mission is to enable over 5 million farmers to plant 2.42

billion trees on their own farmlands in the river basin for economic gain. This will substantially increase farmer income by 3 to 8 times, enrich soil in the basin, improve water tables and augment Cauvery's source flow levels.

Contact : 80009 80009 for information on upcoming events.

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