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Cauvery Calling organises tree plantation drive in Erode, invites public participation

5 December 2020, Coimbatore: A plantation drive with public participation under 'Maram Nada Virumbu' initiative launched by Cauvery Calling, will be held in Erode on 6 December. Plantation activity will be undertaken on farmland belonging to Thiru. K.S. Rajeshwaran in Sivalingapuram village of Sular Panchyat in Erode district. The event is open for all by registration and will offer first-hand experience of planting saplings on a farmland. Public can register for participation by calling 86681 72967.

Last month, Cauvery Calling launched a state-wide drive for the general public to participate in sapling plantation on private farmlands across the Cauvery river basin in Tamil Nadu through 'Nurturing the Desire to Plant a Tree'. The platform offers eco enthusiasts who don't own land and don't know where and how to plant saplings, the opportunity to visit farms along with the Isha Agroforestry team and plant saplings. The first plantation drive was held at Thotiyapatti village in Karur district on 18 November 2020 and received an overwhelming response from tree lovers.

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 50 lakh farmers to plant 242 crore 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.

In the first planting season this year since the launch of Cauvery Calling last year, farmers in Tamil Nadu and Karnataka have planted 86 lakh saplings on their farmlands in the river basin.

'Maram Nada Virumbu' is an ongoing initiative and will announce plantation drives for public participation at regular intervals.

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