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Cauvery Calling pays tribute to Thiru. Nel Jayaraman with plantation drive in Erode

6 December 2020, Coimbatore: Cauvery Calling volunteers organized a plantation drive in Erode today in memory of Thiru. Nel Jayaraman who dedicated his life to the restoration of traditional paddy varieties and was a tireless supporter of Isha's grassroots ecological initiatives. The event was inaugurated by Thiru. S. Nallasamy, President of Lower Bhavani Farmers' Welfare Association (Irrigation Farmers Welfare Association). Around 3,500 saplings were planted on 12 acres of farmland belonging to Thiru. K.S. Rajeshwaran of Sivalingapuram village in Gulur Panchayat of Erode district.

Paying tribute to Thiru. Nel Jayaraman, Cauvery Calling Field Co-Coordinator [Tamil Nadu], Thiru. Tamilmaran said that Thiru. Nel Jayaraman had offered invaluable support to Isha's ecological initiatives including Project GreenHands and Sadhguru's river revitalization effort. Thiru. Jayaraman had raised and distributed 10,000 timber saplings to farmers free of cost in partnership with Project GreenHands. He said Thiru. Jayaraman had also supported the Rally For Rivers initiative on river revitalization. "We are planting these saplings today in his memory and in gratitude for his service to farmers for whom he toiled tirelessly," said Thiru. Tamilmaran.

More than 100 people including youth, college students, Isha volunteers and members of voluntary organizations operating in Erode district, participated in the plantation drive. Commercially valuable timber such as teak, blackberry, sandalwood and rosewood were planted on the farmland. The species will substantially enhance farmer income and have a significant ecological impact.

The plantation drive in Erode was part of 'Maram Nada Virumbu' platform launched by Cauvery Calling to involve the general public in sapling plantation. The platform offers first-hand experience in sapling selection and planting to the general public. The Erode drive was the second event after the initiative was launched last month. The first plantation drive was held in Karur district on 18 November.

Cauvery Calling is a movement launched by Sadhguru, Founder of 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.

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