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Cauvery Farmers' Heartfelt Birthday Gift For Juhi Chawla "Moved Her To Tears"

14 November 2020, Coimbatore: A day before her 53rd birthday, actress Juhi Chawla appealed to her 5.1 million strong Twitter followers to pledge trees instead of giving her birthday presents. To make her day special, hundreds of farmers from the Cauvery basin came together to plant trees as a gift for the actress and for the planet as well.

"You have played an integral part in raising awareness among the general public with regards to the dying nature of rivers in our country," said a young farmer in a video shared on Twitter by Rally For Rivers - Cauvery Calling. "With the help of Isha, we are planting 100 trees on your birthday," said another farmer.

Thanking Isha community and farmers for this gesture, the Kolkata Knight Riders co-owner, tweeted, "Thank you so much to all at Isha and all the farming community of Cauvery! I was not expecting this.. it moved me to tears!! Thank you very much."

<https://t.co/spONJ0v1Nr>

The actress also set up an online fundraising campaign with Cauvery Calling and within hours, the initiative has raised nearly 50% of its goal to reach 1 lakh trees.

The campaign gained huge traction online and #TreesForJuhi started trending on Twitter with netizens planting trees on the actress' birthday with thoughtful messages and photos.

On the eve of her birthday, the actress wrote on Twitter: "My well-wishers, tomorrow is my birthday; the flowers you send in affection will die away in 3 days but trees you plant will benefit your children & mine for years. I'm ever so grateful for all the love but our farmers & our Earth need it more."

Sadhguru, founder of Isha Foundation, also took to Twitter to wish the Bollywood actress on her birthday. “Namaskaram Juhi - Best Wishes & Blessings on your birthday. No better way to celebrate than to nurture Life that will nurture us for generations to come. Thank you for your consistent support to #CauveryCalling. May you inspire a generation of dedicated eco ambassadors.”

<https://twitter.com/SadhguruJV/status/1327101764475097089?s=20>

Juhi Chawla has been a regular supporter of the Cauvery Calling campaign and has been pledging trees as gifts for many actors and personalities she looks up to, on their birthdays. To celebrate her friend Shah Rukh Khan's birthday earlier this month, she pledged to plant 500 trees.

A first of its kind campaign, Cauvery Calling is setting the standard for how India's rivers – the country's lifelines – can be revitalized. Launched by Sadhguru, the campaign will support farmers to plant 242 crore trees in Cauvery basin, across the states of Tamil Nadu and Karnataka. The movement promotes tree-based agriculture that will incentivise farmers to plant high-value trees for economic gain and simultaneously restore green cover in the denuded Cauvery basin.

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