



5-Feb-2021

Email: [mediarelations@ishafoundation.org](mailto:mediarelations@ishafoundation.org)

### **Cauvery Calling invites public to participate in plantation drive at Tirupur**

**5 February 2021, Coimbatore:** In continuance of its plantation drives across the Cauvery river basin districts of Tamil Nadu, Cauvery Calling will organize a plantation drive for public participation on February 7 in Tirupur. Those interested in participating can pre-register by calling 94425 90016.

The drive is scheduled on the farmland of Shri. Sivasamy, a farmer in Ichipatti village, Palladam taluka, Tirupur district. This is an opportunity for ordinary citizens to experience first-hand the end-to-end process of sapling plantation and care on Shri. Sivasamy's 9-acre farm.

The Cauvery Calling movement was launched by Sadhguru, Founder-Isha Foundation, in September 2019. It promotes tree-based farming on private farmlands in the Cauvery river basin to improve soil fertility, groundwater recharge and augment river Cauvery's source flow levels. The economic model has also proven to substantially enhance farmer income through farming in high-value timber. The initiative has been very well received by the farmers of Tamil Nadu.

In order to raise awareness about the fragile state of the Cauvery river ecosystem, Cauvery Calling has been involving the public in plantation drives across Tamil Nadu. Since September 2020, plantation drives have been held in more than 20 districts of Tamil Nadu and has received an overwhelming response from the public.

**If you would like to know more about this, please write to [mediarelations@ishafoundation.org](mailto:mediarelations@ishafoundation.org).**