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### **Citizens respond with enthusiasm to plantation drive organized by Cauvery Calling**

**7 February 2021, Tirupur:** An invitation from Cauvery Calling volunteers to citizens to participate in a sapling plantation drive in Tirupur received an overwhelming response from enthusiastic environment lovers today. The plantation drive was held on the 9-acre farmland of Shri. Sivasamy, a farmer from Ichchipatti village, Palladam taluka, Tirupur district. Local farmers, Isha volunteers, and youth from the community participated in large numbers to plant 3200 saplings on Shri. Sivasamy's farmland. High-value species that were planted on the farmland included Rosewood, Sandalwood, Vengai and Red Sanders among others. Shri. Chellamuthu, President of Tamil Nadu Agricultural Association who was a Special Guest at the event inaugurated the plantation drive by planting saplings.

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).**