



Save Soil is a global movement launched by Sadhguru to save soil from extinction, and bring the necessary policies to address the catastrophic issue facing humanity.

This movement has garnered support from global leaders including Marc Benioff, Jane Goodall, His Holiness the Dalai Lama and institutions such as the United Nations Convention to Combat Desertification, the World Economic Forum and many more.



SUPPORTERS



Marc Benioff



Jane Goodall



Maria Helena Semedo (FAO)



His Holiness, the Dalai Lama



Klaus Schwab



Will.i.am



Deepak Chopra



Tony Robbins



David Beasley (WFP)



Maluma



Tom Brady

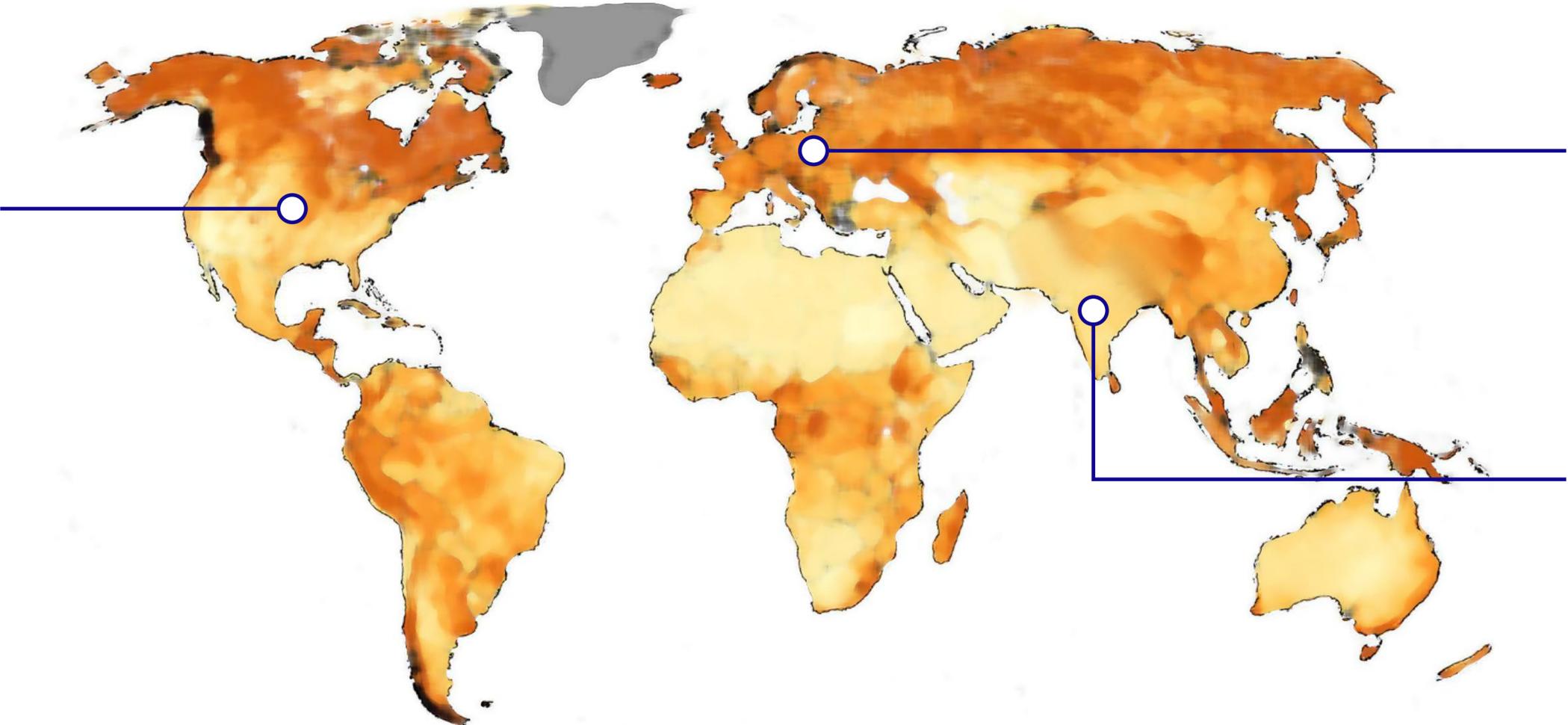


Jesse Williams

SOIL DEGRADATION - A GLOBAL ISSUE

The United States has lost **50%** of its topsoil

52% of the world's agricultural soil has already degraded



In European agricultural nations, **75-85%** of soil has less than **2%** organic content

62% of India's soil has less than **0.5%** organic content



Map S.5 GLOBAL SOIL ORGANIC CARBON, 2019 (tonnes/ha)

Note: The three largest SOC stocks are found in boreal moist regions (130.5 Pg of carbon) followed by cool temperate moist regions (98.8 Pg of carbon) and tropical moist regions (80.4 Pg of carbon). Source: FAO, 2019, modified to comply with UN, 2021.

Issue: Loss of organic content in soil turns it into sand



Solution: Increase organic content in soil to a minimum of 3-6%

Ways to increase the organic content in soil:

- ▶ Bring agricultural land under vegetation and shade
- ▶ Enrich the soil through plant litter and animal waste



LIVING SOIL

- ▶ Soil is by far the most biologically diverse part of Earth
- ▶ A teaspoon of soil can contain more organisms than there are humans living on Earth
- ▶ The organisms interact with one another and with plants and small animals forming a web of biological activity which plays a key role in nutrient cycling

WE SHOULD ACT NOW!

HERE ARE A FEW 2050 PROJECTIONS:

An aerial photograph showing a sharp contrast between a vibrant green agricultural field on the left and a brown, tilled field on the right, illustrating the impact of soil extinction.

**Crop yields could fall 50%
in certain regions due to
climate change and soil
extinction**

- UNFAO

A close-up photograph of parched, cracked earth in shades of orange and brown, representing agricultural land becoming desert.

**50% of agricultural land
in Latin America and
the Caribbean could
become desert**

- UNFAO

A high-angle photograph of a large, dense crowd of people, many with backpacks, walking along a path, symbolizing migration.

**Food and water scarcity
could force over 1 billion
people to leave their
homes and migrate**

- UN

Save Soil
aims to:

**Increase organic
content in soil to a
minimum of 3-6%**



To effect this change we need to:

**Advocate for policies across all
nations towards soil restoration**

**Raise awareness of this imminent
crisis among 3.5 billion people to
garner their support for these
policies**



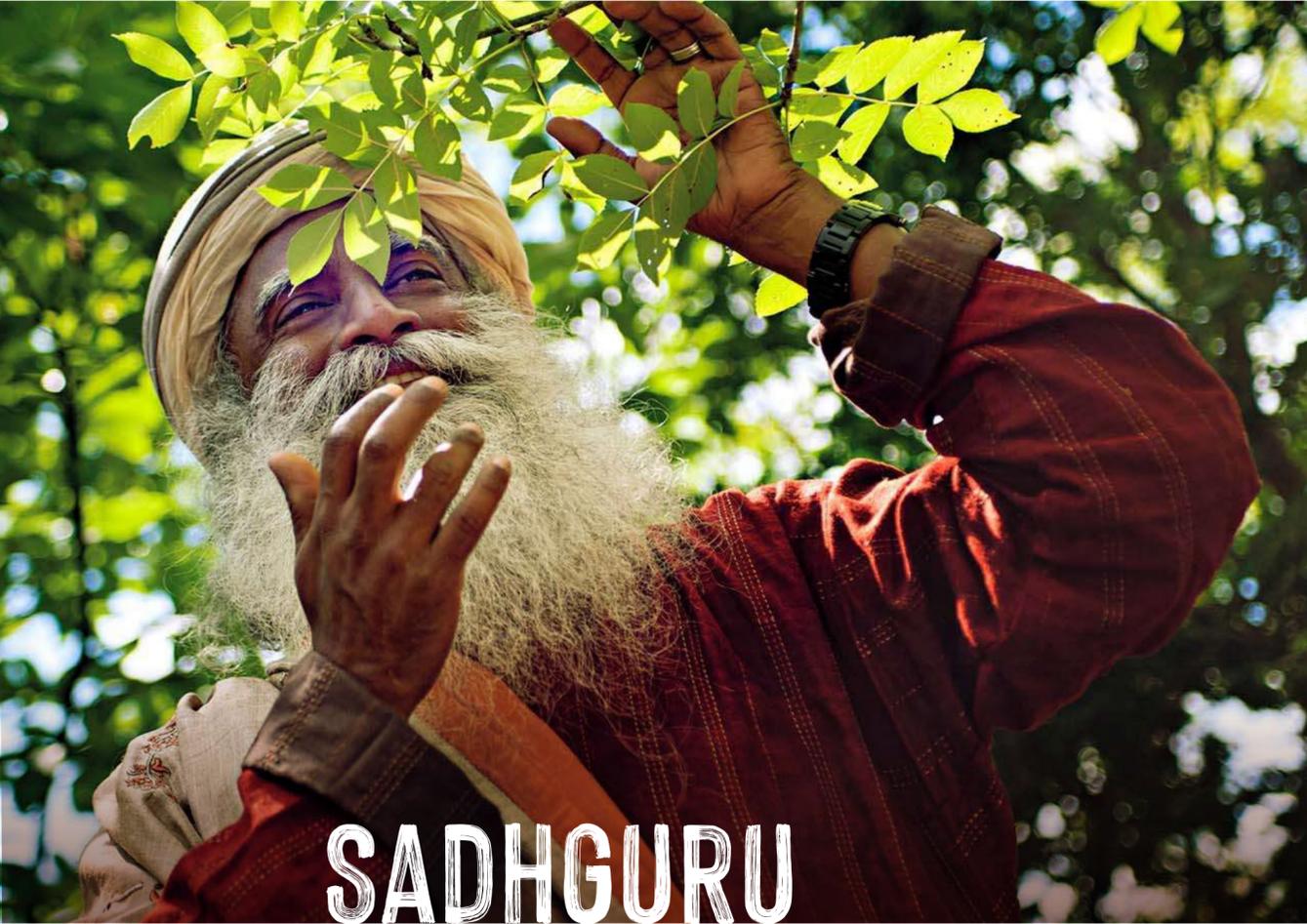
Towards this, on March 21st Sadhguru will start an arduous 30,000 KM journey as a lone motorcyclist traversing 26 nations, from London to Southern India, meeting with global leaders, influencers, citizens and their elected representatives to raise awareness of the issue of Soil Health and activate people's support for the Save Soil movement.



100 Days
26 Nations
30,000 KM

1 Lone Motorcyclist





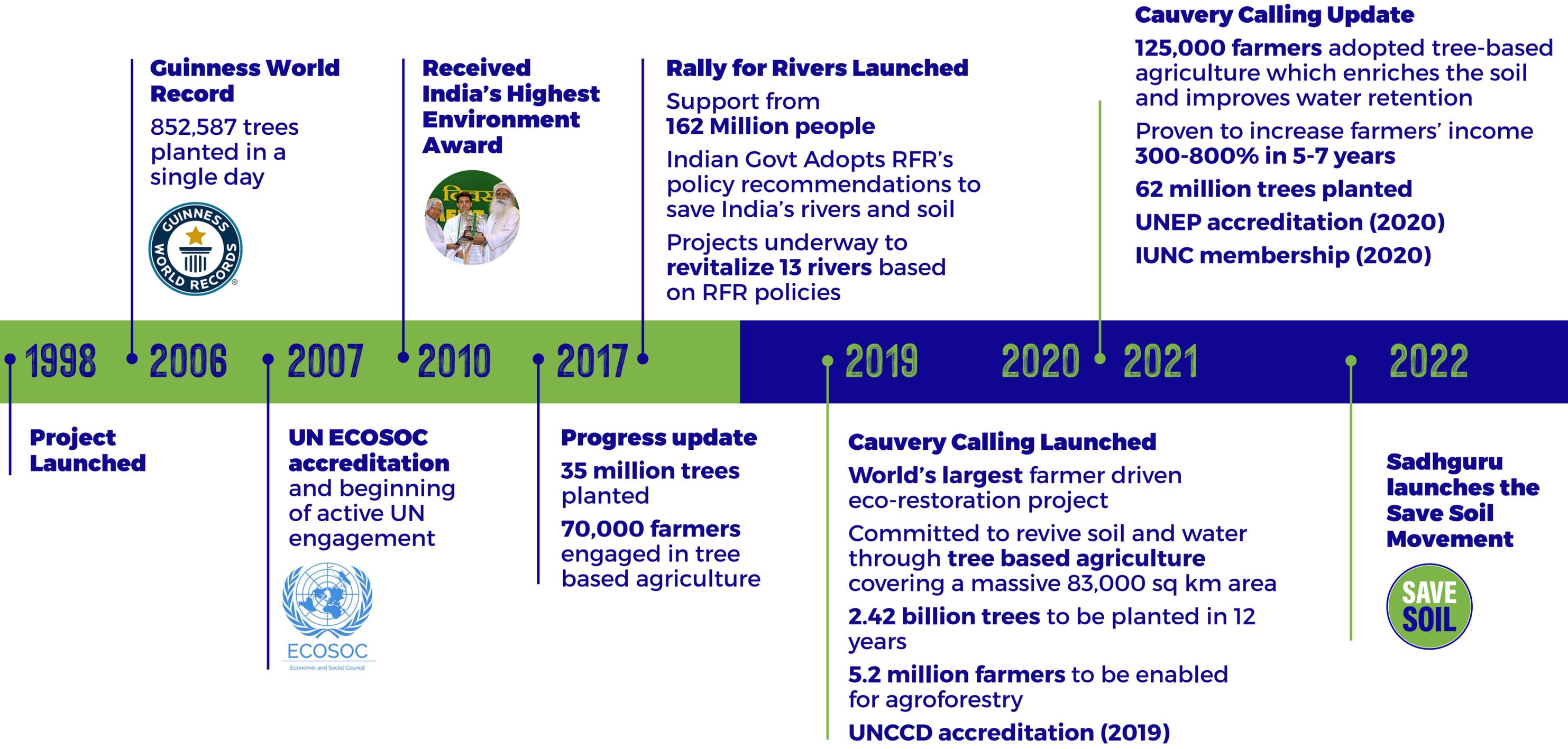
Sadhguru is a yogi and visionary, known over the last 4 decades for his colossal initiatives to foster human wellbeing and global harmony. He has implemented large-scale projects for environmental restoration through mass tree planting and river revitalization.

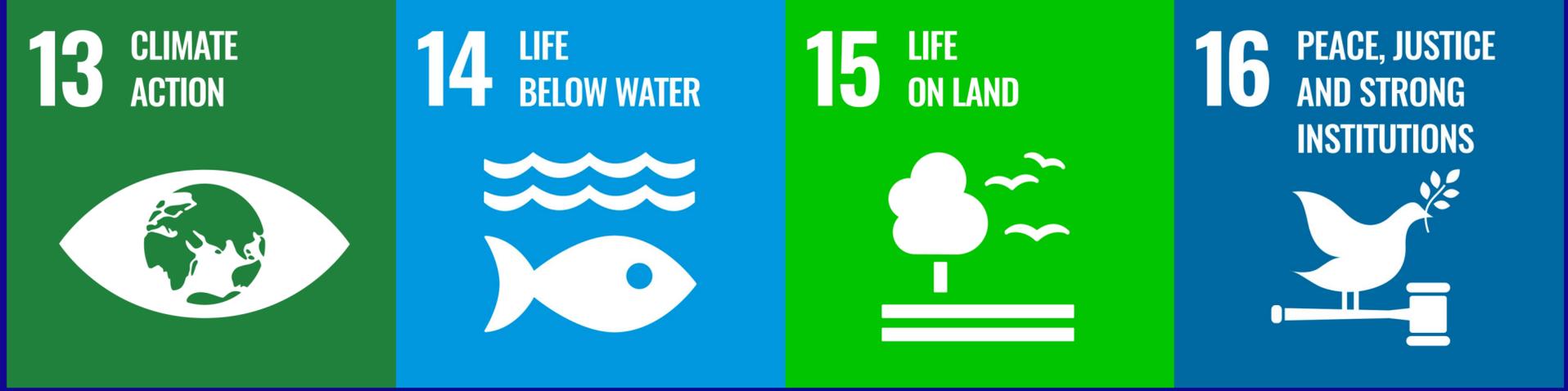
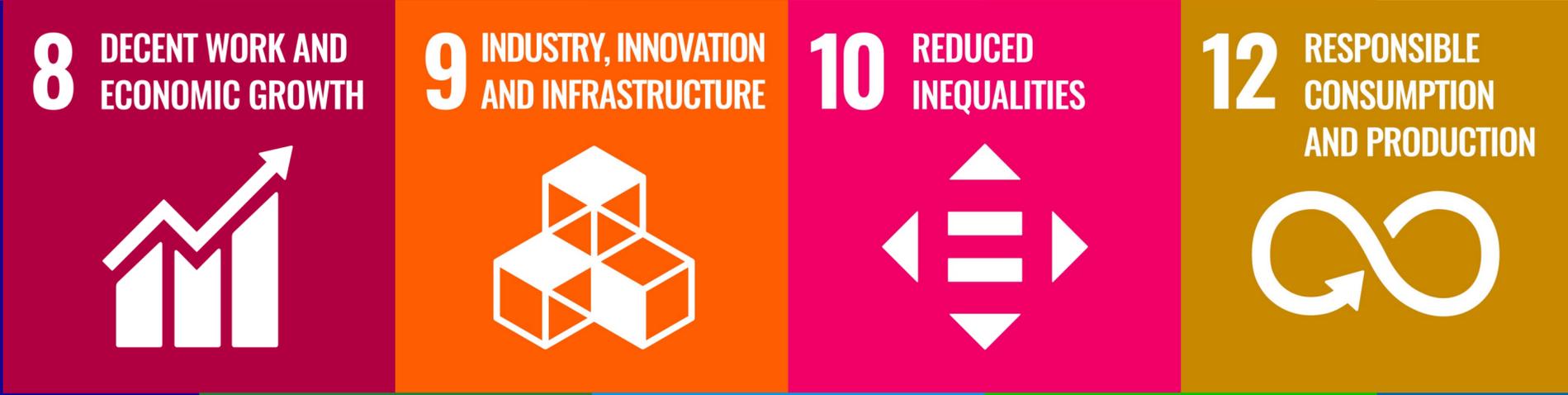


He established Isha Foundation, an international, not-for-profit organization. His transformational yoga and meditation programs have touched the lives of millions and his YouTube channel received over 2.5 billion views in 2021. He is a New York Times bestselling author and a speaker at institutions such as the United Nations, World Economic Forum, Google, London Business School, Harvard and more.



ENVIRONMENTAL INITIATIVES





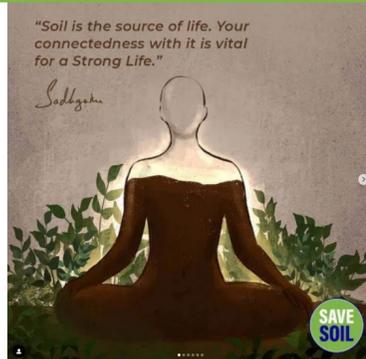
**Save Soil
Addresses**

12 SDGS
of the 17 total
United Nations
Sustainable
Development Goals

SUPPORT THE MOVEMENT



SaveSoil.org



Earth Buddy

For a 100 days during the journey - daily share about soil degradation



Video

Record a video about soil degradation and share on your social media



Post

Share about soil degradation on your social media