



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.

SOIL DEGRADATION - A GLOBAL ISSUE

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

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

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

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



HOW IS SOIL DEGRADATION IMPACTING YOUR LIFE?

- ▶ A study on nutrients in food concluded that we would have to eat **8 oranges to get the same amount of Vitamin A as our grandparents did with one orange** because soil depletion has caused massive drops in nutrient levels in food (Scientific American)
- ▶ The average mineral content of calcium, magnesium, and iron in cabbage, lettuce, tomatoes, and spinach has dropped **80-90%** between 1914 and 2018 in the US (NCBI)
- ▶ **2 billion people suffer** from nutritional deficiencies (WHO)
- ▶ The global economy will **lose USD \$23 trillion by 2050** through land degradation (UNCCD)
- ▶ Soil degradation causes a **loss of USD \$235 billion to \$577 billion** in crop productivity every year (IPBES)

Save Soil Movement 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 & HIS ENVIRONMENTAL INITIATIVES



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.

Guinness World Record

852,587 trees planted in a single day



Received India's Highest Environment Award



Rally for Rivers Launched

Support from 162 Million people

Indian Govt Adopts RFR's policy recommendations to save India's rivers and soil

Projects underway to **revitalize 13 rivers** based on RFR policies

1998

Project Launched

2006

2007

UN ECOSOC accreditation and beginning of active UN engagement



2010

2017

Progress update
35 million trees planted
70,000 farmers engaged in tree based agriculture

Continued →

Cauvery Calling Launched

World's largest farmer driven eco-restoration project
Committed to revive soil and water through **tree based agriculture** covering a massive 83,000 sq km area
2.42 billion trees to be planted in 12 years
5.2 million farmers to be enabled for agroforestry
UNCCD accreditation (2019)

Sadhguru launches the Save Soil Movement



2019

2020

2021

2022

Cauvery Calling Update

125,000 farmers adopted tree-based agriculture which enriches the soil and improves water retention
Proven to increase farmers' income **300-800% in 5-7 years**
62 million trees planted
UNEP accreditation (2020)
IUNC membership (2020)



Support the Save Soil Movement
SaveSoil.org

Sources: United Nations Food and Agriculture Organization, United Nations Convention to Combat Desertification, United Nations Environment Programme, Natural Resources Conservation Service, World Economic Forum, World Health Organization, National Center for Biotechnology Information, Scientific American, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services